

# The NATIONAL UNDERWRITER

## *Life Insurance Edition*

(A SERIES OF ADVERTISEMENTS ILLUSTRATING HOW LIFE INSURANCE AGENTS SERVE THEIR COMMUNITY BY SELLING LIFE INSURANCE)



### The File on the Man with 107 Children

A SHORT TIME AGO, Bill Hanson, Equitable Society field man, was amazed to find that 107 sons and daughters of fathers he had insured, are now being fed, clothed, and educated by the proceeds of Equitable Society policies.

From time to time, as Bill sees these youngsters, he feels mighty proud. For if he had failed to convince the fathers of these children of the importance of life insurance protection, many of these children would now be dependent on public or private charity—a community charge instead of a community asset.

Yes, selling life insurance provides more than a livelihood. It's a good way of life, one that benefits the entire community. Assuring education for the good citizens of tomorrow—safeguarding homes—dignifying old age—bringing greater peace of mind to families everywhere—the Equitable representative does a day's work that is a source of daily satisfaction to him. He can be proud of the respect that is his as a member of a highly regarded profession... and as a representative of an institution like The Equitable Society.

Hear the official broadcast of the  
Federal Bureau of Investigation.  
TUNE IN ON "THIS IS YOUR FBI!"  
American Broadcasting Company  
EVERY FRIDAY NIGHT



**THE EQUITABLE**  
LIFE ASSURANCE  
**SOCIETY**  
OF THE UNITED STATES

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N. Y.

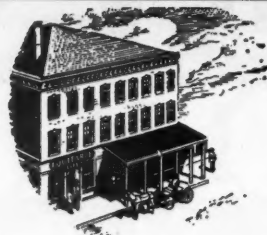
**FRIDAY, NOVEMBER 21, 1947**

# A CHIEVEMENT

Life Insurance  
can be a career  
of success and  
happiness, . .  
whether one  
sells it, . . or  
just owns it.

§

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



**1867  
1947**

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

**EQUITABLE  
LIFE of IOWA**

Founded in 1867 in Des Moines



## DID YOU KNOW

*that the wide facilities and excellent  
service of the Manufacturers Life include:*

**DOUBLE FAMILY IN-  
COME BENEFIT (\$20  
monthly income per \$1000)**

**MORTGAGE REDEMP-  
TION PLANS** — geared to  
F.H.A.

**PENSION TRUSTS** — with  
Life Insurance or 100% on  
Deferred Annuities

**INSURANCE ON SE-  
LECTED DIABETICS**

**UP TO \$200,000 SINGLE  
PREMIUM on Life, End.  
and Annuity Plans**

**LOW TERM RATES on 5,  
10, 15, 20 year and One Year  
Renewable Plans**

**FAMILY INCOME TO AGE  
65** — also regular 10, 15 and  
20 year F.I.B.

**FOREIGN TRAVEL and  
RESIDENCE COVERAGE**

**PARTICIPATING and NON-  
PARTICIPATING RATES**

**INSURANCE IN FORCE 969 MILLION DOLLARS**  
(Including Deferred Annuities)

**ASSETS, 330 MILLION DOLLARS**

**THE  
MANUFACTURERS  
INSURANCE LIFE COMPANY**

HEAD OFFICE • TORONTO, CANADA

**1887 — DIAMOND JUBILEE YEAR — 1947**



## LIAAMA Moves Toward Greatly Expanded Research Program

Plan Hinges on Increase in Dues; Dudley Dowell Elected President

Dudley Dowell, vice-president of New York Life, was elected president of

L.I.A.M.A. by the directors at the annual meeting in Chicago. Starting with the company 27 years ago as a clerk at Little Rock, he became an agent in Memphis in 1923, cashier in Jackson, Miss., in 1925, manager in Arkansas in 1927, manager for Montana and Wyoming in 1929, manager for western Washington and Alaska in 1936, inspector of agencies in 1939, superintendent of agencies in 1941, assistant vice-president in 1942, vice-president in 1943, and vice-president in charge of agencies in 1944. He was elected to the L.I.A.M.A. board in 1946 and for the past year has been chairman of the committee on cooperation with other organizations, as well as serving as chairman of the Agency Section of the American Life Convention. While in Seattle he served as president of the local life underwriters association.

At the executive session of the membership a greatly expanded research program, to be financed by an increased schedule of dues was discussed with great enthusiasm and without a dissenting voice being raised. Ballots covering the new dues schedule were distributed and many members cast their votes immediately but others have until the Dec. 15 directors meeting to vote, although those sending in ballots by mail are asked to have them in by Dec. 10. The new schedule would take effect Jan. 1, 1948.

### Dues Would Be Flexible

The dues proposal, which would take the place of the present article 8 of the constitution puts the fixing of dues for each ensuing year in the hands of the directors rather than having the scale in the constitution. The amendment, however, sets a ceiling on the dues which is exactly double the present scale except that the maximum annual dues for any company, regardless of its size, would be \$6,000 instead of the present \$2,500.

The new schedule calls for an annual base charge of \$800 plus an amount based on ordinary insurance in force (that is, less group and reinsurance from other companies). These amounts are \$12 per million for the first \$100 million; \$6 per million for the next \$200 million; \$2.40 for the next \$500 million, and \$1.20 per million in excess of \$800 million, subject to the top limit of \$6,000.

For the next three years there is a special provision that the dues shall not exceed two-thirds, three-fourths, and seven-eighths, respectively, of the new schedule.

Vice-president Roger Hull of Mutual Life, chairman of the research advisory committee, spoke strongly in favor of the proposal for an expanded

(CONTINUED ON PAGE 20)

## Lipton Gives Preview of Future Pensions to A.M.A.

Maurice F. Lipton, director of group annuities of Equitable Society, in addressing the conference of the insurance division of American Management Assn. at Chicago, Wednesday, said the total of formal, funded pension plans in the U. S. is 7,500 and cover almost 4 million employees. The yearly contributions by employees and employers are about \$750 million.



Maurice F. Lipton

Of the plans, 61%, covering however only 5% of all the employees involved, provide their benefits through the purchase of individual insurance and annuity policies. The average plan in this group includes only 43 employees. If a few known large plans were eliminated, the average remaining plan would include not over 25 employees.

Next in order, 24% of the plans covering 38% of the employees fund their benefits through the purchase of group annuities. The average plan in this category covers over 800 employees, and excluding the 50 largest corporations, the average number of employees per plan would be about 500.

### Banks and Trust Companies

Finally 15% of the plans covering about 57% of the employees fund their benefits through payments into trust funds with banks and trust companies. While the average plan in this group covers about 2,000 employees, the elimination of several dozen very large corporations would probably reduce the average to below 1,000 employees per plan.

Whereas an average of about 200 to 400 pension plans were adopted in any given year prior to 1941, an average of over 1,000 plans per year have been adopted since. On the basis of present industrial activity and employment, future years, including 1947, should show between 750 and 1,000 plans adopted each year.

Since 40,000 organizations have group life insurance and only about 7,500 have pension plans, there is a wide open vista for optimistic forecasting.

### More as Contributory Basis

Future plans, he predicted, will, more so than in the past, be on an employee contributory basis, with certain key exceptions. Prior to 1930 over 70% of all plans adopted were on a non-contributory basis. Between 1930 and 1941 more and more plans were adopted on an employee contributory basis and as many as 50% to 65% of all plans adopted in that period were contributory. During the war years the trend swung back and the non-contributory type of plan again predominated. Now the trend is moving back to contributory plans. One of the key exceptions to the contributory trend in the future will be the nature of the influence of employee negotiated plans on individual companies or on whole industries in the light of the interplay between cost of living and wages.

However, he predicted there will be a trend to lower rates of employee contributions. Today the average employee contribution provides 25% to 35% of the future service costs.

He predicted the dying out of the plan that is limited to those employees whose rates of earnings are in excess of \$3,000 per year, and the plan that is

limited to salaried employees and eliminates hourly paid and wage employees.

### Eligibility Provision

The specific terms of the eligibility provision will further tend to broaden the plan's coverage. The trend will be to the inclusion of employees after a reasonable and practical short service period.

He expressed the belief that when the nation's productivity permits of effective retirement at age 60, industry will tend to lower the normal retirement age.

Plans will be adopted to provide a level of benefit, inclusive of the security benefits, that will be around 50% of the employee's average earnings over the entire period of membership in the plan, recognizing that that level may be only 30% to 40% of the average earnings in the five or 10 years preceding retirement. After past service benefits are funded, thus removing that element from the going cost of the plan, and frequently prior to that time, the trend will be to amend the plan to raise the level to more adequate and desirable levels.

## L. I. A. to Meet

### Dec. 18 in New York

Life Insurance Assn. of America will hold its annual meeting Dec. 18 at the Waldorf-Astoria hotel, New York City. Sessions will start at 10 a.m. The program will include talks by men who are taking a leading part in national and international affairs as well as by speakers on insurance subjects. Details of the program will be announced shortly. As usual, there will be a luncheon between the morning and afternoon sessions.

## Company Men, Agents Treat Group Problems at Chicago

An informal confab which could well be described as the preliminary to a preliminary meeting between representatives of National Assn. of Life Underwriters and the companies to discuss the definition of the group for insurance purposes was held at the time of the Life Insurance Agency Management Assn. annual at Chicago. There were about 30 present and the pattern was set for a formal meeting between company organization and N.A.L.U. which might be held within the next month.

The Chicago meeting consisted of informal discussion and the air of cordiality between representatives of producers and companies led several of those present to predict that a common meeting ground on group limitations can be found.

## New Location Required for Investment Seminar

H. C. Sauvain, who has been the conductor of the two-week life officers investment seminar that has been held during the past several summers at Indiana University, has given notice that he will be unable to continue to handle that assignment hereafter. Accordingly it is necessary to hold this seminar which is an American Life Convention project at another place. A satisfactory arrangement, it is understood, is being made and the final decision will probably be made at the meeting of the board of regents of the seminar at Chicago in December.

## Oct. Production Up 3%; First Rise in Many Months

Makes Year-to-Date Figure Almost Identical with That of 1946

Life insurance sales for October showed an increase of 3%, according to L.I.A.M.A. Sales totaled \$1,856,703,000. Sales of ordinary were \$1,290,105,000, up 3%. Industrial rose 5% with \$365,805,000 in sales. Group was \$200,793,000, an increase of 1%.

In the first 10 months sales were \$17,674,471, approximately identical to the same period of 1946. Ordinary accounted for \$12,039,603,000, down 6%. Industrial represented \$3,476,201,000, up 4% while group showed a rise of 31% to \$2,158,665,000.

It is the first time in many months that the monthly sales figure has shown an increase.

## Suit to Recover

### "Unusual," Says VA

WASHINGTON—"No comment" is the word from the office of Veterans Administration Solicitor Odom concerning California-Western States Life's efforts to bring about a test suit or legislative action in an effort to secure relief for veterans who are being dunned by VA to refund premiums in excess of cash values on commercial life insurance of armed services personnel, payment of which was guaranteed by government under the soldiers and sailors civil relief act.

No purpose would be served by further comment at this time, VA thinks, it having nothing to add to its past rulings or decisions on the subject, which it considers sound. If anybody wants to start court proceedings to contest the VA policy or program of collecting such payments, VA is expected to fight the proposition. It would be "unusual" for VA to sue anybody, it was pointed out, in an effort to recover premium payments from veterans in whose behalf they were made.

VA points to a record of some \$2 million in overpayments of pensions and compensation and about \$50 million overpayments of subsistence allowances to veterans in training or education under the GI bill. Commercial life premium payments under the relief act are presumably considered in the same general class of overpayments.

The VA policy is to recover overpayments from other benefits to which the veteran charged with having received such overpayment may be entitled. It is assumed overpayment of commercial life premiums on a veteran's account will be deductible from other benefits to which he is entitled. And few veterans are not entitled to such other benefits as pension, compensation, readjustment allowance, subsistence allowance or unemployment compensation, VA says.

The above outlined VA policy does not hold with respect to government insurance such as NSLI. Being recognized as a contractual obligation, NSL proceeds payments would not be subject to deduction on account of government-paid premiums on commercial life policies of veterans.



## Await Regulations on Social Security Status of Agents

### Income Tax Withholding Is Bracketed with SS Tax

The internal revenue bureau, it is expected, within 30 days will issue general regulations, governing the applicability of social security taxes and income tax withholding in respect of persons whose occupation falls (for purposes of social benefits) between the employer-employee and independent contractor realms. This will govern a good many other types of occupation besides that of life insurance agent. Hearings will then be held on any protests that may be filed. Then sometime later, it is expected there will be issued a mimeograph applying only to life insurance agents. A number of points have not been finally decided upon as yet, and life insurance representatives are continuing to make representations to the Treasury Department in the interest of getting constructions that they desire.

One possibility that is causing some apprehension is that the revenue bureau will hold that general agents are not employees for social security purposes. Should there be such a decision, this will cause a problem for some companies that have pension plans for their agents in the way of getting company pension costs allowed as an income tax deduction.

### Where the Rub Comes

The rub will come in connection with those arrangements whereunder the soliciting agents are under contract to the general agent rather than to the company directly. Thus there is the possibility that the agent, being regarded as an employee of the general agent, would be held to be not an employee of the insurance company and hence pension costs of the company in behalf of such agents would not constitute an allowable expense for income tax purposes.

Insurance interests are hopeful that the regulations will spell out a new type of employee which might be called an employee for social benefits. If agents should be designated in the regulations as common law employees, then the question would be precipitated of whether they come under the workmen's compensation law of the various states and also the insurance company might be subjected to tort liability for the actions of agents.

### Problem of Part Timers

Another problem is seen in connection with part-time agents and surplus line agents. Under the social security law, an employee can recover from the government any social security taxes that he has paid on earnings beyond \$3,000, but there is no way for employers to recover such excess tax. Thus an insurance company might pay social security tax on the earnings up to \$3,000 of an agent and another employer of the agent in some other capacity, might make the same payments. It is expected that the regulations will not be made applicable to brokers.

As to income tax withholding, the companies see that their bookkeeping system will be complicated, but they are resigned to this. One advantage of such withholding is that it does make provision for payment of the tax by the agent. Companies and general agents often are required to loan agents money with which to pay their income taxes

(CONTINUED ON PAGE 24)

## U. S. Life Advances Freeman, Rhodebeck

Mansfield Freeman, president of United States Life since 1940, was elected chairman and Richard Rhodebeck elected president and a director; G. M. Selser, vice-president, was elected executive vice-president and secretary; Robert L. Bergstresser, assistant actu-



R. Rhodebeck



Mansfield Freeman

ary since 1946, was named actuary, and William N. Batchelder, treasurer, was elected a director.

C. V. Starr will continue as a director, but has resigned as chairman because of his duties with American International Underwriters. James F. R. Loutit, vice-president and actuary for the past three years, and Paul R. Danner, vice-president foreign agency division have resigned to assist Mr. Starr. Mr. Rhodebeck announced a 44% increase in new business for the first 10 months and the addition by stockholders of more than \$900,000 to surplus.

## U. S. Supreme Court Gets Government's Zazove Brief

WASHINGTON — The Supreme Court has received the government's brief asking writ of certiorari to the seventh circuit court for review of its decision in *United States vs. Zazove*, involving the circuit court's determination that respondent was entitled to receive the full face value of a National Service Life policy plus 3% interest every 10 years.

The court denied certiorari in No. 361, *Pope vs. Continental*, and denied rehearing in No. 330, *Hooker vs. New York Life*.

## Hobbs Agency Conference

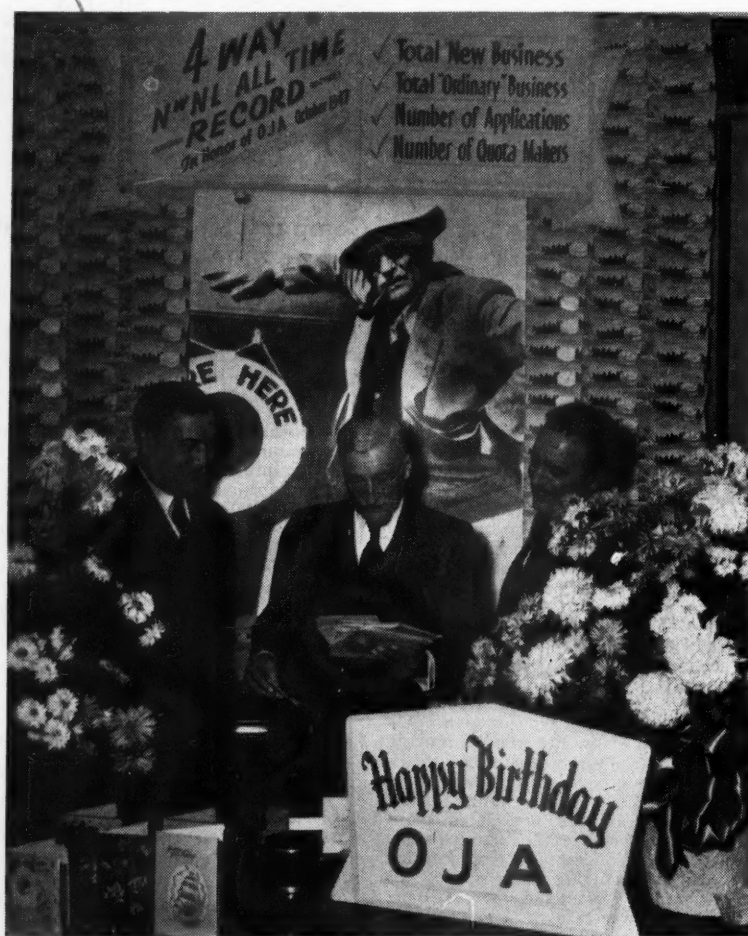
P. B. Hobbs, manager for Equitable Society in Chicago and immediate past president of N.A.L.U., was host at his annual agency conference at the Edgewater Beach hotel. He spoke, as did Howard Pierpont, head of the Chicago group department, and Walter McCoy, educational director. A dinner followed the afternoon business session.

## \$500,000 on Rita Hayworth

LOS ANGELES—Columbia Pictures has purchased \$500,000 of life insurance on Rita Hayworth, their star. This is in addition to a quarter of a million purchased some few years ago. It is understood perhaps half a dozen companies are on the line, which has been placed in both Canadian and American market.

The J. Mitchell Owen agency of John Hancock Mutual Life in Washington has moved to new and larger quarters in the Woodward building. The telephone number remains NAtional 0015.

## Northwestern National Men Honor "O.J.A."



Northwestern National Life field men broke all company production records during October when they honored Chairman O. J. Arnold during his birthday and anniversary month. Agency Director W. F. Granges, left, and Vice-president W. R. Jenkins, right, join Mr. Arnold in reading a few of the many birthday greeting cards and telegrams he received. The background display contains part of hundreds of special cards sent in by Arnold Month quota makers.

## Selling "Need" Might Create Demand for Medical Coverage

### Hospital-Medical Problems Reviewed at H. & A. Conference Forums

The question of how much of a demand there is for medical care insurance was the central point of a forum on the subject conducted by Health & Accident Underwriters Conference in Chicago, following a similar session on hospitalization insurance. While the discussions brought out that the actual demand at the present time is rather limited, Darrell O. Smith, American Casualty, who was in charge of the discussion of that particular topic, pointed out that there was very little "demand" for hospitalization insurance until the public was sold on the "need" for it by the Blue Cross. That suggestion made a deep impression, and a number of comments on the possibility of educating the agents and the public to the need for this coverage, as was done in the case of hospitalization, were heard.

### Doctors Should Assist

In connection with the development of hospitalization insurance, it was stated that the original impetus came from the hospitals, which wanted to be sure of having their bills paid, and that in some cases at least the doctors' desire along the same line is the genesis of medical care plans, so that they should assist in the education of the public.

C. C. Fraizer, conference general counsel, brought up another point, stating that representatives of the industry have assured insurance commissioners and Congress that private insurance can furnish any coverage more economically and more efficiently than the states or the federal government and that even if the companies should be losing some money on writing this form, they need to make good on these pledges.

On the "need" angle, it was stated that if a real need is found to exist, the companies should put out something to meet it. One dissenting voice along that line was that of A. M. Wilson, Liberty Mutual, who objected to trying to meet a need that he said is being created artificially.

### Cost Is Big Factor

The cost of the coverage seemed to be regarded as the biggest factor in restricting the demand. It was stated that where all coverages are included in a group contract, the basis on which most of the medical business is written, the demand seems to be first for hospitalization then surgical and finally for medical. If there is anything left of the premium which the buyer is willing and able to pay, and if any of them are cancelled out, medical is the first to be dropped. It was stated that \$4 to \$5 per month is about the maximum that can be collected and that as a usual thing medical can be included only if the employer is paying a considerable percentage, probably 50%. Labor unions have in many cases demanded its inclusion but are likely to lose interest when they find out the cost.

It was stated that most individuals are not greatly interested in ordinary medical costs, but would be interested in something along the line of "catastrophic" coverage. William Wasburn, American Health, chairman of the medical insurance committee of the conference, who had charge of the entire session, stated

(CONTINUED ON PAGE 24)



## Baumann States N.A.L.U.'s Position in L.I.A.M.A. Talk

Agents' licensing, guiding principles in selection, agent training, public education, mass coverage, federal and state competition, and agents' compensation were discussed by J. B. Baumann, Pacific Mutual, Houston, N.A.L.U. president in his talk before the L.I.A.M.A. annual meeting in Chicago. The gist of his talk was:

Provision for temporary license in a qualification law vitiate it, as it does not keep out one-case agents and those desiring to write controlled business. Twelve states have laws substantially complying with N.A.L.U.'s model bill and there is need for L.I.A.M.A. and N.A.L.U. cooperation to get needed legislation in 1948 and 1949 sessions. Acceptance of N.A.L.U.'s guiding principles of agency management is a vital complement to an adequate qualification law. Lip service to a principle of employing only qualified agents will not bring results. Courage and action are necessary.

### Discusses Training Programs

As respects agent training, tested materials and procedures will be available in Life Underwriter Training Council courses next fall. Enrollment of agents in these courses will call for cooperation not only by the interested organizations but by the individual companies. The campus marketing courses also need company support to enable them to meet their budgets. The career agent is definitely committed to using every available means to improve his ability to serve the insuring public.

N.A.L.U. is pleased with the stress being placed on the services of the agent in the current advertising of the Institute of Life Insurance, and believes that the best way to combat over-the-counter schemes or other non-agent attempts in the field of life insurance is to make the public fully aware of the services of the career agent.

Career agents hope that the companies will "stop, look and listen" before proceeding further in the field of mass coverages of the insuring public on any bases where the employer-employee relationship does not exist. In this connection Mr. Baumann stated N.A.L.U.'s position as he gave it at the recent meeting of the American Life Convention.

### Gratuitous Coverage for Armed Forces

As to NSLI, it would be cheaper for the government to pay death losses under a gratuitous insurance program than to operate an insurance company, morale of the armed forces would be improved because it would not be necessary to push insurance down their throats, morale of the folks back home would be improved, for many of them thought a son or daughter had full coverage of \$10,000 and were shocked to learn there was a smaller amount or none at all, and finally the plan would eventually get the government out of the life insurance business.

As regards compensation continuous and even more intense study is necessary. More than half of the 216 companies to whom N.A.L.U. sent questionnaires have returned the data or said they would do so. Mr. Baumann urged that all others give their cooperation on this. The interests of the insuring public, the companies, and career agents would better be served if the free exchange of compensation information between L.I.A.M.A. headquarters and N.A.L.U. were made possible by the members of L.I.A.M.A.

## Institutional Forum Is LIAMA Feature



The institutional forum was a novel feature of the L.I.A.M.A. annual meeting. Representatives of life insurance organizations and chairmen of some of the L.I.A.M.A. committees answered questions on their activities. Front row: J. E. Rutherford, National Assn. of Life Underwriters; Eugene Thoré, Life Insurance Assn. of America; C. Russell Noyes, Phoenix Mutual, Life Insurance Advertisers Assn.; C. J. Zimmerman, L.I.A.M.A.; Dudley Dowell, New York Life, chairman; Vincent B. Coffin, Connecticut Mutual, mass coverage committee; R. L. Hogg, American Life Convention; B. R. Power, Canadian Life Officers Assn.; Holgar J. Johnson, Institute of Life Insurance. Back row: F. L. Rowland, Life Office Management Assn.; A. Gordon Nairn, Canadian Life Underwriters Assn.; E. L. G. Zalinski, Life Underwriter Training Council; H. R. Gordon, Health & Accident Underwriters Conference; R. H. Belknap, Occidental of California, A. & H. committee; H. G. Kenagy, Mutual Benefit Life, committee on relations with universities; A. C. S. Eagles, Crusader Insurance of England; David McCahan, American College of Life Underwriters; J. F. Follmann, Jr., Bureau of A. & H. Underwriters; M. B. Williams, Industrial Insurers Conference; and Clyde F. Gay, John Hancock, compensation committee.

### Cleveland Agency of Conn. Mutual Has Record Month

The Rosenbaum & Kail agency of Connecticut Mutual in Cleveland was fourth in paid-for business for the company in October. The total was consid-

erably over \$1 million, largest in the agency's 100-year history.

The Cleveland agency ranked seventh for the first 10 months among all the company's agencies and is already assured of a gain over 1946, which broke all previous records. The agency covers northeastern Ohio.

## Friendship Train

The Friendship Train traveling across the United States dramatized the need for providing food to the people of Europe. As the train traveled East, individuals and organizations contributed foodstuffs or other supplies, or the money with which to buy those products.

Actually a train was not large enough to take care of the collection of foodstuffs alone, even though there were two trains involved, one from the southwest coast and the other from the northwest coast, and even though the trains ran in sections. But the physical presence of a train appearing at certain stations at certain times provided the show-me necessary to attract the contributions.

The Friendship Train was a great adventure in sales promotion and it was a great demonstration of what can be done by cooperative effort. The cargo had to be given in wholesale lots and this meant breaking down into small cooperative efforts to buy each wholesale lot.

...

### THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Cahill Succeeds Smith as Purdue Course Director

WEST LAFAYETTE, IND.—Daniel Cahill has been appointed acting director of the life insurance marketing course at Purdue. He will be assisted by B. C. Haight, and R. L. White, assistant directors, and R. R. Girk and Frank Mellinger. Horace R. Smith, former director, will remain in an advisory capacity until the shift to the new faculty has been completed, after which he will assume his new duties as assistant superintendent of agencies of Connecticut Mutual Life.

In making the announcement Director C. W. Beese of the technical extension division said that Mr. Cahill "is thoroughly familiar with both the administration and the curriculum and, since coming to Purdue has demonstrated both a teaching ability and a directional capacity that guarantee continuation of the sound policies and practices laid down by Mr. Smith in the formative days of the school." No changes will be made in either curriculum or schedules.

Assistant Director White will, in addition to his teaching work, direct the analysis of field reports and field guidance through them, and be responsible for the research activities which are an important part of the program.

Bernard Haight, assistant director, has been on the insurance staff at Purdue since its organization and will continue his teaching work and have charge of vocational counseling as a major activity in the Purdue program.

Mr. Girk, estate-planning attorney, whose work has proved especially effective with the advanced groups, will continue with the staff in the same capacity.

Frank Mellinger, formerly field supervisor with Lincoln National Life and a Purdue Institute graduate, has been added to the staff as an instructor.

Enrollments have been completed for the basic course which started this week. The first basic course in which space is open will start Jan. 5, and be followed by the final basic of the 1947-48 series on February 16, 1948.

Eber M. Spence, chairman of the educational advisory committee of the Indiana association and president of the Indianapolis General Agents & Managers Assn., expressed thorough approval of the Purdue choice and regret at Mr. Smith's leaving. He paid tribute to Mr. Smith's vigorous leadership and the advances made under his direction as reflected in the field records of graduates and the development of a staff to carry the school on from the foundations he laid.

## At L.I.A.M.A. Rally



R. M. Roland, Federal Life & Casualty; W. T. Grant, Business Men's Assurance, and Fred Grainger, Federal L. & C.

## "Door Opens on Parade" Gives 365 Approach Ideas

What is undoubtedly the most comprehensive survey of initial approach ideas ever compiled is found in "Door Openers on Parade," a new and unusual type of book prepared by Maxwell S. Cagan of Los Angeles, New York Life Top Club member, and recently published by THE NATIONAL UNDERWRITER. It is the first encyclopedic work ever issued that is devoted exclusively to opening remarks for selling life insurance.

Practically all successful field men, consciously or unconsciously, regularly use some sort of attention-getting remarks, to get started into the selling interview. Mr. Cagan has taken the trouble to gather and verify all of the many interest-arousing statements used by a large group of steady producers, and in "Door Openers on Parade" he presents several hundred—to be exact 365—carefully selected and classified approach ideas, all arranged in a manner to make them readily available.

"Door Openers on Parade" tells you

what to say to the man you've just met, the old friend, the father, the executive, the doctor, the chap just getting started—in fact it offers a whole library of approaches for practically every type of prospect or situation with a conceivable need for life insurance. Special attention is given throughout the book to choice of words that make the prospect want to hear more. In fact, each of the 365 approaches is designed to "break the ice" in the vital first few moments of the interview, when the agent must do or say something to make a favorable impression.

Every life insurance salesman, whatever may be his method of selling will find in "Door Openers on Parade" many workable ideas which impel action and which he can adopt to advantage. Mr. Cagan's book is not one to be read through and placed on the shelf, but rather it is designed as a reference to which the agent will want to turn frequently when planning his opening remarks to prospects of a type with which he is not fully familiar. The book's very complete index, designed to provide a quick method of finding any desired style of approach, uses three different classifications, alphabetical—by the title or opening word; by the basic idea; and by the underlying appeal.

Mr. Cagan is well and favorably

known as the author of "Doorways to Prospects," a presentation of 36 actual verbatim prospecting methods which were also selected from the work habits of successful steady producers. It was published a little over a year ago, has been a best seller ever since and is now being reprinted. His latest book, "Door Openers on Parade" will sell singly at \$2.50 a copy and less in quantity. Advance orders for it are now being delivered and copies may be obtained from THE NATIONAL UNDERWRITER Company, at 430 East Fourth street, Cincinnati 2, O., or from any NATIONAL UNDERWRITER office.

## Home Life Advances Troth: David Munroe Successor

Home Life of New York has appointed Paul Troth agency field assistant. David Munroe

will take over Mr. Troth's duties as manager of the field service division.

Mr. Troth will do liaison work between the field and the field service division. He will also share responsibilities for instruction in the company's basic training school, taking advantage of the experience he gained while training airborne forces in the army during the war. In line with Home Life's program of keeping in close touch with its agents, he will be assigned to a group of agencies.

Mr. Munroe's experience includes a position with J. Walter Thompson Company, advertising agency; a period of free-lance writing and service as deputy chief of the awards branch, War Department bureau of public relations. He was responsible for all incentive and presentation aspects of the army-navy "E" award and supervised a field force of approximately 200 officers.

In his capacity as manager of field service Mr. Munroe will be assisted by Robert Kent.

## Commonwealth Makes Cole Asst. Director of Agencies

W. Boyd Cole has been promoted to assistant director of agencies in the ordinary department of Commonwealth Life, Dec. 1. He has been for the last nine months assistant manager of the Kentucky South agency in Bowling Green.

Mr. Cole joined the Commonwealth agency organization on his release from the navy at the end of 1945. For six months he was a field supervisor, learning the ordinary department operation and participating in recruiting and training. In August, 1946, he was assigned the building of a new sales unit in the home office ordinary agency.

## Confer on Cal. Licensing

LOS ANGELES — Examination of applicants for licenses as life agents still is holding the stage in California, with the company representatives making an effort to bring about a better situation through conferences with Commissioner Downey to clarify points that had caused criticism of the department's handling of the examinations.

At the first conference with company agency officials, general agents and managers and field men, no definite conclusions were reached, but a further conference is scheduled for Nov. 25. Mr. Downey has declared that the examinations will continue to be severe.

Alfred J. Davis Co., brokers of Portland, Ore., has opened a life department naming Harry C. Kendall, Jr., as manager. Mr. Kendall, a C.L.U., has been with Dooly & Co. for two years and before that was with New England Mutual.

## Bell Not to Seek Reelection as N. A. L. U. Trustee

LOS ANGELES — Hugh S. Bell, general agent of Equitable Life of Iowa



Hugh S. Bell

at Seattle, announces that for personal reasons he will not be a candidate for reelection as trustee, or for any other office of National Assn. of Life Underwriters.

For the past four years Mr. Bell has been a trustee serving two years as chairman of the general agents and managers section and last year as chairman of the local association administration committee. At the present time he is serving as chairman of the publications committee. Mr. Bell has been here for a few days on vacation.



Paul Troth



"THE EXCITEMENT OF CERTAINTY"—THIS WAS ONE OF THE GREAT THOUGHTS I BROUGHT BACK FROM THE RICHMOND, VA., GENERAL AGENTS AND MANAGERS CONFERENCE.

HORACE SMITH, director of the Purdue School, used the expression in describing the wonderful feeling which comes to his students when they realize that the Purdue formula, namely 20-10-2 (20 calls, 10 interviews, 2 applications) actually works for them in their own territories and under their own conditions.

"THEN THEY GET UNDER THE POWER OF THE EXCITEMENT OF CERTAINTY," said Mr. Smith. "No longer is their work indefinite or disorganized. As a piece work operator knows exactly how much he will make today, these men know how much they are going to make."

"BUT THE PECULIAR FACT is that each man must make his own discovery. We tell him over and over about the formula but it means little until he gets into the field and discovers its truth for himself."

HOW MANY OF YOUR MEN WORK UNDER THE EXCITEMENT OF CERTAINTY? THE QUESTION SUGGESTS AN INTERESTING MEETING OR A PAGE IN YOUR AGENCY BULLETIN.



PAUL SPEICHER  
Managing Editor

THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS



## We Sell Rent Insurance

To underwriters who are "package salesmen" the rent insurance package carries a real "wallop!"

Consider the plight of the family which lives in rented quarters when premature death takes away the earnings of the bread-winner. Here, the rent must be paid every month. The monthly outlay may be reduced but economics will produce no cash, as might be produced by the family's equity in the case of the sale of the house.

Moreover, the bread-winner is keenly aware of the size and regularity of this disbursement. Under present conditions he is also acutely aware of the housing shortage and realizes that should his family be unable to meet the rent bill in their present quarters they might find it difficult to find other suitable quarters even if financial considerations were not paramount.

Thus today the average prospect is doubly anxious to make it financially possible for his family to remain in the quarters in which they now live, in event of his death. Yes, the "rent package" has a strong appeal.

Insurance in Force, Sept. 30, 1947 — \$334,446,536

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE • MORTON BOYD, President



## "Sun Is Rising" for Management; Holcombe Tells Why

John Marshall Holcombe, Jr., managing director of L.I.A.M.A., concluding speaker at the association's annual meeting in Chicago, gave his reasons for believing that "the sun is rising" for agency management. When the Life Insurance Sales Research Bureau was organized 25 years ago, Mr. Holcombe was frequently told that agency problems, unlike underwriting problems, investment problems, and actuarial problems, were not subject to study.

Solutions were believed to come only by trial and error. Today it is generally realized that, although many agency problems are yet unsolved, it is possible to solve them by thorough analysis. He recalled that the speakers at the recent Agency Section meeting of the American Life Convention all pointed to significant questions about agency management which had not yet been solved but which each speaker believed could be solved through research. Mr. Holcombe especially mentioned the closer cooperation between agency officers and actuaries and said it is extremely valuable to the business. Mr. Holcombe also cited as important the almost complete lack of complacency among agency officers, despite the tremendous volume of new business in recent years.

Greatly enhanced public appreciation of life insurance is encouraging, he said. But this greater public appreciation and understanding of life insurance by the public will make it increasingly difficult for the poorer agent to survive while giving a greater opportunity to the well selected and trained agent. The task is to accelerate an ever-improving public understanding of life insurance through an improving agency force.

Mr. Holcombe compared the very limited concept of agency management which existed a quarter of a century ago with today's. Twenty-five years ago many agency officers believed that top management demanded a constantly increasing volume of new business as the only measuring stick of the agency officer's success—that top management did not understand agency management or recognize its problems—that agency officers lacked sufficient authority—and that there was inadequate cooperation between the agency department and the other departments in the home office.

### Was Departmental Officer Only

Such an agency officer was a departmental and not a company officer, said Mr. Holcombe. Often he was opposed to and opposed by other company officers. There was compartmentalization throughout the company.

Today the broader concept of agency management includes such tenets as these: That agency management is part of the over-all management of the company; that what is good for the agency force is good for the company and vice versa; that the agency function is a vital though not the only factor in helping a company to reach its basic purpose of serving the public; that the agency officer has all the authority he needs and when he deserves more he will have it; that the good of any department of the company is subordinate to the good service which the whole company shall render to the public; that when agency management is misunderstood or underrated, the responsibility is the agency officer's.

This evolution of agency management from the limited or provincial estimate to the broad or professional estimate is of great significance to the business and is one of the most telling reasons for being optimistic about the future of agency management, he said.

Mr. Holcombe said technological accomplishments are far ahead of social and political accomplishments, in connection with which research laboratories are rare indeed.

An enlarged agency research program

will assist agency officers in spreading the beneficence of life insurance through the vehicle of an agency force whose creation and stimulation are the results of scientific study, he said.

## Agents of Same Name Unite in Joint "Ad"

A new technique has cropped up in life insurance advertising in Canada in which one advertising plugs two agents of two different companies.

The "ad" involves two men with the same surname, Rodney Pike and Charles Pike, in Edmonton, Alta. Rodney is with Canada Life; Charles with Sun Life.

The "ad" contains a one-column picture of each and the message says: "The similarity in our names, titles and occupations is purely a coincidence. We are not related and although we are friends we are definitely competitors in our business. We are both of one mind, however, that an adequate insurance program is a definite necessity and either one of us will be pleased to serve you."

## Buoyant Trend in Interest

Investment men these days feel that the odds have at long last turned in their favor or at least that the bottom has been reached in the steady decline in interest yield. The highest grade bonds can now be bought to yield close to 3% or better and while many mortgages are being made at 4% there is a good leavening of 4½% loans. Some observers say the low point was reached in February, 1946.

Despite the fact that new investments this year are being made on an improved basis, it is expected that the interest yield as a whole for the life companies in 1947 will show a further decline. Old bonds at higher rates of interest are maturing or being refinanced and 5% mortgages are being paid off and it will take a lot of putting out of new money at improved yields to offset the 2½% load of government bonds, which on the whole comprise 42% of the portfolio of the life companies. Also there is the consideration that the higher

the yield at which new investments can be made, the faster the premium on bonds in the portfolio evaporates. That, however, is more in the nature of a theoretical loss, since most of the good bonds are bought for permanence and the values above par are for the most part never realized.

Indicative of the more buoyant trend is the experience with a bond issue of Hayden Corp. One of the conservative life companies, beforehand, had calculated that this would be an attractive investment at 2.8%. Actually, the morning it was brought out, the yield was 2.82%, but that afternoon the yield was raised to 2.87% and all purchasers got in at that price.

Many companies say they have a backlog of 4% mortgage commitments, which prevents them momentarily from investing heavily in 4½% mortgages.

### Babcock in Minneapolis Post

J. Duke Babcock has taken up his duties as manager at Minneapolis for Acacia Mutual Life. Mr. Babcock has been assistant manager at Chicago and later served at the home office. He has been in the life business for 15 years.



**SOMETHING  
TO CROW  
ABOUT!**

THAT'S the way Prudential Agents, Brokers and Prospects feel about our new . . . low-cost . . . Mortgage Redemption rider.

- \* It may be attached to currently issued life and endowment policies, including those with Special A or B ratings.
- \*\* It fits a 10, 15 or 20-year reducing mortgage, with the extra premium payable for only 8, 12 or 16 years, respectively.
- \*\*\* If the home-owner dies before the mortgage is paid, the rider provides the funds to pay off the balance of the mortgage.
- \*\*\*\* And these proceeds are in addition to the amount payable under the basic policy.
- \*\*\*\*\* Commissions are payable at the same rate as for the basic policy.

**THE PRUDENTIAL**  
A MUTUAL LIFE INSURANCE COMPANY



**INSURANCE COMPANY  
OF AMERICA**

HOME OFFICE . . . NEWARK, N.J.

## Unfolds Fascinating Vista of Market Research's Role

Unrolling a fascinating vista of what big-scale market research might do for the life insurance business, A. C. Nielsen, head of the world's largest marketing research organization, gave a talk at the L.I.A.M.A. annual meeting in Chicago that made the agency executive feel additionally good about their plans for expanding L.I.A.M.A.'s research program far beyond anything it has hitherto approached.

The A. C. Nielsen Co. has never operated in the life insurance marketing field but Mr. Nielsen had some eye-opening figures from the food and drug industry, in which his firm has developed a type of research which, he said, dwarfs all other forms of marketing research combined and which is used regularly and continuously by nearly every important food and drug manufacturer in the United States, Canada, United Kingdom and Northern Ireland.

Mr. Nielsen said that before using market research the executives of these manufacturers were making decisions on

marketing policy and strategy that were wrong 42% of the time. These wrong decisions were placing a terrific load on distribution cost, which in this \$15 billion annual business amounts to some \$8 million a year. For example, a soup company might be trying to decide between spending a million dollars on a popular radio program and putting the money into 10% larger can, plus extra dealer discounts, retail store displays and cooperative advertising with chain stores. Obviously having adequate facts instead of guesses could make an important difference in the return on the million-dollar expenditure.

Reasons for the scarcity of marketing facts and for the trouble needed to obtain authentic data are the great geographical spread of the sales area, the need for developing sampling techniques, since it is clearly impossible to check on all sales, the difficulty of obtaining facts because of pride or self-interest of consumers, and the fact that results of each competitive move are

often unknown, even to the competitor, and are seldom obtainable, anyway, by legal or ethical means.

Mr. Nielsen said it had been possible to get information that was 98% accurate in respect of the entire market by using only 1,800 stores in 1,000 cities. The stores and cities are so apportioned geographically, by store type and size, by city size, by store ownership, and by consumer income, so as to be representative of the entire marketing area.

Market research enables a sales executive to tell whether a given manifestation means what it seems to mean. A new procedure, for example, may be followed by declining sales. Yet the move may be highly successful but be masked by the fact that dealers are using up inventory or that the market is declining but the company is getting a larger proportion of the sales total than it had been getting.

### Product Research

Being already engaged in actuarial, economic, medical, and salesman-training research and having by the nature of its operations vastly more information about its customers than other businesses have about theirs, the life insurance business is much farther along the road toward market research than it has probably realized, said Mr. Nielsen. However, he said what has been done up to now is in the nature of product and production research rather than in the field of marketing.

"Skill in production tends to become equalized between companies," he said. "The product features of one brand tend to be duplicated in the product features of another brand, and I feel sure this is true of your industry. . . . The rewards of competitive effort are going to those industries which have developed the greatest skill in marketing."

### Offers Principles to Follow

Mr. Nielsen offered some principles which he endorsed for use when and if the life insurance business takes up the question of "putting marketing research really to work." It should be a cooperative project, for the cost requires the contributions of the many, both in money and data, to make possible accurate and complete results. Salesmen should not do the job, for the very traits that make them good salesmen may make them poor fact-gatherers. They can spend their time far more profitably in selling. An independent contractor specializing in research should be hired, one that has ample equipment and capital and would not be swayed by what the subscribing company might want to be told. Marketing research should be a continuing, integral part of the business to get the true trends that are so important.

Make no timid, little plans about putting marketing research to work, said Mr. Nielsen. It is far too important. Also, ultimately it will be top management that decides this question and "your top management will measure the importance of making this decision by the sense of the importance you yourselves place upon this subject."

### Hear Talk on China

Rev. Herman Klein, pastor of the Lutheran church at Provo, spoke at the November meeting of Utah Life Managers' Assn. at Salt Lake City. He was a big producer for Kansas City Life before taking up church work. His work took him to the Orient before the war and during the war he was insurance adviser to American troops in China. He discussed the situation there.

### Second Bankers Life School

Fifteen agents from 10 agencies of Bankers Life of Iowa attended a home office school in Des Moines, the second in a series of four. H. C. Neuweiler of Reno was the leading producer during the qualifying period, with \$776,700. Second was K. B. Westray of Decatur with \$220,500.

## Indictment of More Mail Order Insurers Possible

From the tenor of federal pronouncements it seems highly possible that the special federal grand jury now meeting at Chicago to investigate mail order insurance companies will return indictments against several insurers. The fraud investigation hearings at Chicago under direction of Otto Kerner, Jr., U. S. attorney, are significant because a preponderant number of such companies are domiciled in the midwest. The inquiry has been under way for six weeks on the heels of a nationwide survey by the postoffice department to determine if the mails have been used to defraud. Guarantee Reserve Life and Guarantee Life, both of Hammond, Ind., were recently indicted.

Daily newspapers in the Chicago area have given the proceedings considerable publicity and accounts are sprinkled with quotations from postoffice officials, both local and in Washington to the effect that the alleged frauds run into millions of dollars annually and that the department is in the midst of a tough drive to stamp this out.

Postal inspectors have intimated that among the companies which are targets are several which have been in business for a number of years, but who comparatively recently began mail advertising campaigns.

## Discuss Progress of C. L. U.

The Wichita General Agents & Managers Assn. had a program on "What's Going on in C. L. U. in Wichita" at a meeting Monday. Levi R. Rymph, Columbian National, was program chairman and Maurice Coulson, Penn Mutual, was in charge.

Adrian Dawson, extension department University of Kansas, which conducts the Wichita C. L. U. program, and Harold Null, Rittenhouse Investment Co., and L. J. Bounous, Perpetual Building & Loan Co., class leaders, spoke. Some 20 are enrolled in Part A and 15 in Part D.



## SAUCE FOR THE GANDER

THE LIFE UNDERWRITER who sells income security for his client is entitled to the same thing for himself.

Yet no agent's income is safer than the renewals\* on which it is based.

That's another reason more Occidental agents are selling Life Insurance in combination with Accident & Sickness these days.

Both the Life Insurance and the Accident & Sickness stay on the books better when sold in combination.

This is noticeable when the policyholder is well and healthy. It's even more noticeable when disability cuts off his normal income.

Combination policies thus insure your renewals while they insure the policyholder's insurance.

**OCCIDENTAL LIFE Insurance Company**  
of California ★ V. H. JENKINS, Senior Vice-President

\*"We pay lifetime renewals—they last as long as you do"

# Lucky You!

IF YOU KNOW ABOUT  
THIS COMPANY'S

# 7 "Specials"

ALL REGULAR FORMS

plus

JUVENILE

TERM RIDER TO 65

MONTHLY REDUCING TERM

NO-CLAIM BONUS (ACCIDENT)

SPECIAL A&S DISABILITY PROGRAM

INDIVIDUAL HOSPITALIZATION

FOREIGN COVERAGE

"Ask  
U.S."

*The*  
**United States Life**  
INSURANCE COMPANY  
IN THE CITY OF NEW YORK



## Kastner Feted on 25th Anniversary with A.L.C.

Ralph H. Kastner, associate general counsel of American Life Convention, who is completing 25 years in the service of the organization, was given a dinner in Chicago by the executive committee and past presidents, which was also attended by members of the staffs of the A.L.C. and the American Service Bureau, together with their wives. Specially invited guests included Mrs. Louise Kastner, mother of the guest of honor, who came from her home in Council Bluffs, Ia., and Mr. Kastner's wife.

Mr. Kastner, oldest member of the A.L.C. staff in point of service, was deeply affected by the proceedings. He was presented a silver coffee service and



RALPH H. KASTNER

a bound volume of letters from hundreds of his friends throughout the life insurance business, including most of the chief executive officers of member companies. Accompanying the silver service was a fittingly worded illuminated scroll signed by his associates in the A.L.C. and bureau offices.

### A.L.C. President Speaks

President R. B. Richardson of Western Life of Montana, A.L.C. president, spoke as representative of the executive committee, and highlighted the services rendered to life insurance by Mr. Kastner. He acted as toastmaster. President James A. McLain of Guardian Life spoke for the past presidents.

In his response Mr. Kastner recalled that when he joined the A.L.C. in 1902 the staff consisted of Thomas W. Blackburn, secretary and counsel; W. R. King, Mr. Blackburn's law partner in Omaha, and Mrs. Lee F. Beymer. Mr. Kastner was still attending Creighton University law school at night and had been working as a ticket agent in the Union Pacific office in Omaha, where he had been hired by J. B. Pollock, general passenger agent there. He had recently been admitted to the Nebraska bar, though he did not receive his law degree until 1923.

Mr. Pollock, now general passenger agent of Union Pacific at Chicago, was a guest at the dinner and spoke of Mr. Kastner in high terms.

### Started as Legislative Clerk

Mr. Kastner started his work in the A.L.C. office as legislative clerk. He edited the law digest and the legislative bulletins. He was appointed attorney in 1923 and associate counsel and chairman of the legislative bureau in 1933. Following the death of Colonel C. B. Robbins, manager and general counsel, Mr. Kastner was appointed acting manager and associate counsel, serving from Oc-

tober, 1943, to Sept. 1, 1944. For many years he has played a leading role in A.L.C. legislative activities and in the work of its Legal Section.

Mr. Kastner was one of the youngest officers commissioned during the first world war, and has been active in American Legion since its organization.

He has taken much interest in the work of the insurance section of the American Bar Assn., serving as chairman of its law committee, member of the council, and is currently secretary of the section. He has been active also in the work of the Insurance Federation of Illinois, Illinois Chamber of Commerce, U. S. Chamber of Commerce, Assn. of Life Insurance Counsel, the National Tax Assn., and other business and civic organizations.

Others who spoke were W. M. Dewey, president Edgewater Beach Hotel, Isaac Miller Hamilton, Federal Life, H. W. Manning, Great-West Life; R. R. Lounsbury, Bankers National Life; S. J. Hay, Great National Life; G. S. Nollen, Bankers Life of Iowa, president Life Insurance Assn. of America; Mildred Hammond, secretary of A.L.C.; C. M. Cartwright, THE NATIONAL UNDERWRITER, Mrs. Cartwright and W. T. Grant, Business Men's Assurance.

## Baldwin John Hancock's Group Manager at Chicago

George Baldwin, group supervisor in the Lustgarten agency of Equitable Society in Chicago, on Dec. 1 will become regional group manager for John Hancock in that city. He replaces E. Dexter Goodier, Jr., who will go into personal production at Milwaukee.

Mr. Baldwin is one of the veteran group men in Chicago, having entered the business there 10 years ago in the group department of Equitable. He became assistant divisional group manager and held that post until 1943 when he joined the Lustgarten agency. His work there has been largely personal production of group business in conjunction with agents. In 1943 and in 1945 he led the group millionaires in his division of the company in personal production of group and in 1944 was the top group producer for Equitable Society.

Mr. Baldwin is a native of Rochester, N. Y., and a graduate of Hobart college. He went into sales work before entering the insurance business. During 1945 and 1946 he was chairman of the group supervisors division of Chicago Assn. of Life Underwriters and has been one of

the spark plugs of that body for a number of years.

Mr. Baldwin's territory will embrace all of Illinois and part of Iowa.

## Brokers Cease Pushing City Tax for Chicago Agents

Having determined that only through a change in the enabling law of Illinois through action of the state can life agents and other solicitors be included in an ordinance imposing a city license tax upon Chicago brokers, Illinois Assn. of Insurance Brokers has dropped an attempt to get them included. As there is little other sentiment for this move it looks as if brokers alone will be affected by a new ordinance which the city council is reportedly drawing up.

## Doctor Joins Conn. Mutual

Dr. Richard E. Nicholson has been appointed medical assistant by Connecticut Mutual. He graduated from the Tulane University medical school in 1942 and then he entered the air corps. After the war he took a course at Cornell University specializing in internal medicine. On completion of this work he became a member of the Medical and Surgical Clinic in Dallas.

# Provident Producers find it profitable to "RING THRICE"



**LIFE INSURANCE\*** . . All modern forms of Guaranteed Rate Ordinary from birth to age 65. Substandard, Salary Savings, Annuities, and Non-Cancellable Disability combined with wide choice of Life plans.



**A. and H. INSURANCE\*** . . Every form of Accident and Sickness coverage—including Franchise plans for five or more employees. Non-Cancellable Disability policies. Monthly Premium plans. Special Risk coverages.



**HOSPITAL INSURANCE\*** . . Issued on Individual, Family Group (ages 3 months to 80 years) and Franchise plans. Hospital Room and Board, Miscellaneous Hospital Extras, Surgeon's Fees and Medical Care.

\* All written on Group Plans (minimum of 25 employees) and on special forms designed for Railroad Employees.



## PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

*Our 60th Anniversary Year*

## Provident Mutual's New Rates and Dividends

Provident Mutual has announced its new premium rates based on the C.S.O. 2 1/4% table, new policies conforming with the standard non-forfeiture laws which become effective Jan. 1, and the 1948 dividend scale on the new policies as well as on issues based on the present American experience 2 1/4% forms. All policies sold after Jan. 1 will be on the new C.S.O. basis.

The new contracts embody non-forfeiture values conforming to the mandatory basis to be employed after Jan. 1 in all states which have adopted the Guertin legislation.

As usually happens when interest rate is reduced, President M. A. Linton explains in a bulletin to agents, at most points on life and endowment plans the premiums and the net costs (1948 basis) in the earlier policy years will be greater on the 2 1/4% policies than on the present 2 1/4% policies. As the cash values also usually will be greater, the corresponding ledger costs usually will be about the same.

At the extreme high and low ages at

issue on ordinary life and other relatively low premium life and endowment plans the reverse situation will hold regarding premiums, although there too the ledger costs usually will be about the same.

"Of course, in the aggregate over the long run, taking premiums, dividends and cash values all into consideration, the new and present policies should be about equivalent to each other," he says. "The main difference is a change in the incidence of costs and values within the group."

### Notes Changes in Values

Certain fundamental changes in non-forfeiture values result from the new laws. At many points the period of extended term insurance will be substantially greater in new policies than in present ones. Extended term insurance will be non-participating. There will be first year non-forfeiture values in many cases. On "Protector" policies issued at young ages these values will begin at the end of the third year.

"Recent mortality experience has indicated that lower premiums and net costs can be charged for term insurance. This will be reflected not only in term policies issued in 1948 but also as to net cost in those already issued. Both old and new Provident term insurance thus will get the benefit of this change."

The guaranteed rate at which dividends will be accumulated will be 2%. On retirement life income contracts, to conform to new legislation, slight changes will be made in premiums and non-forfeiture values before maturity. Extra premiums for disability premium waiver only provision (D1) to women will be reduced. Single premium annuity rates remain unchanged.

The basis of optional settlements in the new insurance policies will be the same as in present policies, likewise, cash value at maturity of "Provider" policies and retirement life income contracts will continue as at present.

Policy contracts remain unchanged, except that family maintenance agreements will be revised, and changes in the laws have made it desirable to withdraw the survivorship income endowment policy and 15 and 20 year term policies. Juvenile policies to be issued in New York will be revised.

A new rate book in two sections, one containing rates and non-forfeiture values for nearly all policies; the second, miscellaneous rates and values and other working material, is being printed. There will be a separate paperbound dividend book giving net costs, accumulated dividend information and a few cash values.

### Other Changes Announced

The new policy forms will reflect wording of the new non-forfeiture laws, and also will embody certain company practices adopted since the last edition appeared. There no longer will be a deduction from death claim of half-yearly or quarterly premiums due during balance of policy year in which death occurs. Also cash values can be left under options 2, 3 or 4 after fifth policy year or under option 1 after 10th year.

Under the new dividend scale for 1948, mortality return will be increased and interest factor reduced. The net effect of the dividend adjustment thus will vary on individual policies. On policies with a relatively large mortality element, such as term and policies on ordinary life and other lower premium plans in early policy years, dividend usually will be greater than that according to the 1947 dividend scale. Conversely, on policies with a relatively large investment or cash value element, such as most endowment and limited premium life policies, and others in later policy years, dividend in general will be less than that according to the 1947 scale.

Dividends of excess interest on optional settlements will be based on an interest rate of 3%, instead of 3.25% as in 1947. The rate for accumulating dividends in 1948 will be 3% (or the guaranteed rate if larger).

On life and endowment policies with 3 1/2% guarantees issued before March 1, 1935, there necessarily will be a dividend reduction in all cases because of the relatively large investment element and unusually favorable benefits involved, Mr. Linton states. On 3% reserve policies issued from March 1, 1935 to March 1, 1944, dividend will be increased in some instances and decreased in others, depending upon the relative

proportion of mortality or investment element.

On 2 1/4% reserve policies issued from March 1, 1944, to date the dividend payable in 1948 will be increased in most cases because on most of these policies the mortality element is as yet predominant. The increase is particularly marked on term policies except at older ages where there will be but little change.

### New Premium Rates

Ord. Age	Life P.U. at 65	30 Pay. Life	20 Pay. Life	10 Pay. Life	Provi- dor (Male) at 65
10	15.10	15.81	20.42	26.14	43.78
20	18.90	20.24	24.20	30.95	52.06
25	21.44	23.34	26.54	33.84	56.90
30	24.59	27.36	29.92	37.13	62.25
35	28.50	32.69	32.69	40.92	68.19
40	33.47	40.04	36.90	45.38	74.78
45	39.82	50.78	42.35	50.78	82.17
50	48.06	67.94	49.67	57.57	90.57
55	58.90	100.36	...	66.45	100.36
60	73.39	...	...	78.66	112.23
65	92.99	...	...	...	127.36

End. at 65	End. at 60	30 Yr. End.	20 Yr. End.	10 Yr. End.	Provi- dor (Male) at 65
10	17.32	18.73	31.76	49.71	105.11
20	22.39	24.71	32.74	50.41	106.63
25	25.97	29.06	33.61	51.02	106.06
30	30.63	34.91	34.91	51.91	106.69
35	36.84	43.08	36.84	53.24	107.59
40	45.48	55.25	39.73	55.23	108.93
45	58.22	75.12	44.07	58.22	110.93
50	78.86	113.95	50.54	62.80	113.95
55	118.55	...	...	69.78	118.55
60	...	...	...	80.47	125.57
65	...	...	...	...	136.44

Provi- dor (Male) at 60	Sing. Prem. Life	5 Yr.	10 Yr.	20 Yr.	Suppl. 10 Yr. Term (Dbl. 10)
10	\$ 28.00	\$366.85	...	...	...
20	38.05	435.52	7.44	7.75	5.06
25	45.43	474.93	8.08	8.54	5.83
30	55.37	517.82	9.06	9.76	6.99
35	69.42	564.07	10.55	11.62	8.77
40	90.59	613.31	12.84	14.46	11.50
45	125.86	665.00	16.33	18.77	15.04
50	196.12	718.30	21.66	25.32	21.92
55	...	772.07	29.77	35.18	31.34
60	...	824.97	42.05	...	...
65	...	875.51	...	...	...

### 1948 Illustrative Dividends on Present A.E. 2 1/4% Forms

Age at Issue	End of Policy Year	Average
10	1	10
10	3.57	4.48
20	4.08	5.21
25	4.40	5.58
30	4.83	5.88
35	5.23	6.23
40	5.62	6.72
45	6.08	7.40
50	6.78	8.45
55	7.80	9.99
60	9.37	12.41
65	11.75	16.12

Age at Issue	20 Payment Life	20 Year Endowment
10	3.65	4.87
20	4.22	5.53
25	4.54	5.98
30	4.97	6.27
35	5.36	6.60
40	5.74	7.06
45	6.19	7.69
50	6.87	8.65
55	7.87	10.08
60	9.41	12.37

Age at Issue	20 Payment Life	20 Year Endowment
10	3.65	4.87
20	4.22	5.53
25	4.54	5.98
30	4.97	6.27
35	5.36	6.60
40	5.74	7.06
45	6.19	7.69
50	6.87	8.65
55	7.87	10.08
60	9.41	12.37

(CONTINUED ON PAGE 21)

## Fifty-Fourth Year of Dependable Service

\* The State Life Insurance Company has paid \$158,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$68,000,000 in Assets for their benefit . . . Policies in force number 101,000 and Insurance in force is over \$203,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.

★ ★ ★

**THE STATE LIFE  
INSURANCE COMPANY**  
Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

## Back Again! . . . "THE JUNIOR BUDGETEER"



your Favorite Bank by **CADA**

Beautifully Designed Combination Savings Bank and Perpetual Calendar. Takes all coins. Holds approximately \$25.00.

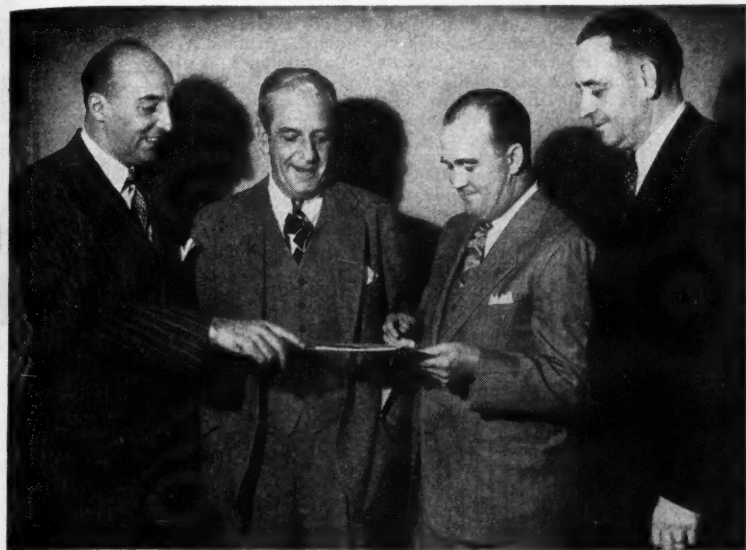
UNIQUE — USEFUL — DECORATIVE — LASTING  
A splendid good will builder that works for you the year 'round. Made of Plastic in a Rainbow of brilliant colors. Shatterproof, washable, non-inflammable. Sturdy lock with twist-proof key. Guaranteed. Advertising imprint gold stamped. Also comes with decorative Doll and Dog on face for use when selling juvenile policies.

ORDER TODAY  
Lots of 35 50 100 250 500 1000  
.80 .78 .75 .73 .70 .65  
Gold Stamping: Set-up charge on initial order \$2.50.  
PRINT INSTRUCTIONS ON ORDER

CADA PRODUCTS • 2710 South Parkway • Chicago 16, Ill.



## Zimmerman Makes All-Indiana Team



All-Indiana sales congress session chairmen confer with the "Anchor Man," Charles J. Zimmerman of the L.I.A.M.A., who was closing speaker. Left to right: Mr. Zimmerman, Claude C. Jones, Herbert J. Havens and Loyal B. Wilson.

Mr. Zimmerman pointed out that the economic security of the vast amount of life insurance owned by the American people is a great bulwark against totalitarianism in any form. Despite a dismal rain, more than 700 agents from all sections of the state heard the varied group of speakers.

Mr. Havens, Western & Southern, Indianapolis, was general chairman. Mr. Jones, Connecticut Mutual, president of the Indianapolis association, presided at the morning session. Mr. Wilson, South Bend, president of the Indiana association, presided at the afternoon session. The congress was sponsored by Indianapolis and the 20 other associations in Indiana. Isaac S. Kibrick, New York Life, Brockton, Mass.,

and life member of the Million Dollar Round Table opened the morning session. Laurence E. Olson, director of field training Prudential, asserted that "the big weakness among a large body of life insurance men is a lack of control of their work habits. The man who knows the value of time—his and his clients'—and can make the greatest utilization of time will be the producer of 1948."

W. Robert Moore, supervisor Provident Mutual, Decatur, Ill., stressed prospecting, sales ideas and work habits as vital.

George A. Saas, Indianapolis advertising man, spoke at the luncheon on "The Thirteenth Doughnut." This, he said, is the extra service which makes every customer feel that he is a special customer. Noel L. Welsh, staff supervisor of Metropolitan from New York, said selling will not be different in the months ahead, because needs for life insurance are much the same as they always have been.

## Wants the Agent Coached as Public Relations Envoy

The life agent should be properly coached by management so that he can and will answer the public's questions on life company operations in a manner that will build good public relations, said R. Leighton Foster, general counsel Canadian Life Officers Assn. in his talk at the L.I.A.M.A. annual meeting in Chicago.

"Such questions must be answered by the men and women in our business if life insurance under private management is to continue to command public confidence in our country," he said. "I sincerely believe that the life underwriter must somehow be brought to understand that he has a responsibility to our business beyond the successful completion of a sale. It is not sufficient for him to produce and keep satisfied customers. He must be trained to go out into the highways and by-ways and answer questions of the character I have enumerated every time and everywhere he encounters them."

Mr. Foster said that while much is being done to promote good public relations a completely satisfactory job cannot be done by present methods, for, while life insurance is essentially very simple many fundamental practices cannot be explained by newspaper advertisements or in booklets that a sufficiently large number of people will read. The key to the problem is the agency officer. His responsibility for good pub-

lic relations has been recognized up to a point, but Mr. Foster said he doubted if agency officers know the part they must play in forging the key to this basic problem.

Terming life insurance the greatest and cleanest business in the world, Mr. Foster said it has nothing to fear but ignorance of the masses about the fundamentals of the business, ignorance preyed upon by malcontents and self-seekers and people who feel they must destroy public confidence in all financial institutions if their dreams of social planning are to be realized. Dissipating this ignorance can only be effected, he said, if agency management recognizes the indispensable role it must play in the public educational program and puts public relations at the top of its training program for all life insurance men in the field.

Mr. Foster explained what has been done in Canada in the public relations field.

### Bollinger N. J. President

The New Jersey Accident & Health Assn. has elected new officers: President, James M. Bollinger, C. W. Bollinger & Co.; vice-presidents, Joseph H. Delman, J. H. Delman & Co.; Eric Bohm, Loyalty group, and Willard Wisner, C. J. Simons & Co.; secretary, Richard Caldwell, U. S. Life; treasurer, T. J. Cunningham, Aetna Casualty.

Fred E. Ditmars, Massachusetts Mutual Life, president Life Insurance & Trust Council of North Jersey, spoke on "Screwball Selling."

The Christmas party will be held Dec. 18.

**"PACIFIC MUTUAL? It's one of the best!"**



"There's a Company that has made a big success by staying with one basic insurance idea—Maintenance of Income. I've been told by Pacific Mutual men that to establish Maintenance of Income for their policyholders, they use the facilities of both their Life and Accident & Health Departments, and they have developed a surprisingly complete and flexible coverage set-up. I understand they issue all the usual forms of life, retirement, and group policies, and have a variety of health and accident coverages.

"Most important, they have their New and Unusual Savings Plan. It's a complete 'Property Box' in itself. In fact, it is 'Maintenance of Income' under all four of the hazards—sickness, accident, death and old age. It surpasses anything I've heard of. And, it's the keystone of the impressive success of their field force.

"I'm told that even new men soon get into the \$8,000 to \$10,000 a year income brackets with New and Unusual Savings Plan sales.

"So, if you ask me about Pacific Mutual, I'll tell you—it's one of the best!"

**PACIFIC MUTUAL**  
**LIFE INSURANCE COMPANY**

HOME OFFICE: LOS ANGELES, CALIFORNIA

Coverage that's Complete  
LIFE INSURANCE  
ACCIDENT & HEALTH  
GROUP & EMPLOYEE  
ANNUITIES • JUVENILE  
The New and Unusual Savings Plan

## Life Companies' Problems in Writing A. & H. Reviewed

Problems involved in accident and health operations of life companies writing that class, with possibly major attention to agents' compensation, were discussed at a conference following the meeting of Life Insurance Agency Management Assn., at the Edgewater Beach Hotel, Chicago. It was under the direction of the L.I.A.M.A. committee which has been doing special research along that line with R. H. Belknap, Occidental Life, as chairman.

F. Hobert Haviland, Connecticut General Life, who presided, said that in its diversity of thinking and lack of standardization accident and health is now in a period which life insurance passed many years ago. He stressed its place in any really comprehensive programming effort and said that without accident and health a program falls down.

Mr. Belknap reviewed the work of the committee and the recommendations it had to offer. He said there were so many diverse ideas and viewpoints that it was difficult to agree on a program, but

feels that there is no reason for discouragement and that it will be possible to find common ground on which research work will be of value. He pointed out the necessity for some standards of comparison, particularly in a breakdown of statistics. He mentioned the difference in compensation plans and the need for research. It has been decided that a study of statistics shall be made jointly by agency men and actuaries to get at their full significance.

He summarized some of the recommendations made by a subcommittee headed by W. M. Rothaermel, Pacific Mutual Life, stating that its report would be published and sent to member companies. Points that it made included reduction in premium frequency, more thorough underwriting as opposed to underwriting at time of claim; a study of the non-confining sickness clause, elimination of identification and registration clauses, simplification of the classification manual, a standard time for policies to become effective, claims of insured in

veterans hospitals, elimination of standard provision 17 and reducing policy restrictions, which it is felt would be better for agents.

Mr. Belknap expressed the hope that the trusteeship feeling among life companies may raise the standards of accident and health insurance. He looks on the organization as a means of pooling ideas on successful new things that are being done and allowing a company to adopt the methods of another which is doing a better job.

The commission question was the first one up for discussion, under the subject, "Level vs. Graded Compensation." G. A. L'Estrange, Wisconsin Na-



R. H. BELKNAP

tional Life, who was supposed to present the level premium side, said that while he has been operating on that basis for 25 years, in a tieup with life insurance it presents a serious problem and he has come to the conclusion that the ultimate adoption of the graded commission plan for accident and health is inevitable. He questions, however, whether the proper point for making the change has been reached as yet.

He said the agent should be paid for the job done and that the business is not yet at the stage where the work done by the accident-health agent is directly comparable to that of the life agent. He has to do more work in servicing the business, due to a considerable extent to competition. The factor of persistency is different from life insurance.

However, there is not as much service after the first year. He feels that if there is to be a graded scale, the higher rate should be paid for the first year instead of the first quarter, as is done by some companies. Some restrict renewals to nine years but Mr. L'Estrange would carry it farther. The first step in making a change, he said, should be to teach the agent that accident and health is not a casualty line but the inseparable partner of life insurance.

### Skoglund for Graded Plan

H. P. Skoglund, North American Life & Casualty, presented the advantages of the graded compensation plan. He said it is not a narcotic for all agency ills and that both plans have their place. The decision on this point is a matter of company policy, geared to what the company seeks to achieve. In deciding to give its agents a higher initial commission, his company desired to give them adequate pay for their selling job and put it on the front end. He said it is easy to overpay for service and underpay for selling.

Further, by making the change the company was able to reduce the price per unit and yet make it possible for the agent to increase his take-home pay. It has reduced the turnover, increased agents' prestige and resulted in better public relations, Mr. Skoglund said.

Under the level renewal plan, he said, there were some agents who would reach their saturation point. When they

(CONTINUED ON PAGE 21)

## Armand Harris Commissioner

ST. PAUL—Gov. Youngdahl has appointed Armand W. Harris of St. Paul



A. W. Harris

commissioner of insurance, to fill the vacancy created by the resignation of Newell R. Johnson, as of Dec. 1. Mr. Johnson's plans for the future will be announced later.

Last August Mr. Harris was appointed to fill the new post created when the legislature passed the two all-industry bills providing for state regulation of rates.

A past-president of Minnesota Assn. of Insurance Agents, he is well known throughout the state. A veteran of the first war, he studied law at St. Paul College of Law, passed his bar examination and for a while practiced law in Minneapolis. While practicing he did some insurance claim work for Standard Accident, then began devoting full time to such work, resulting in his entrance later into the insurance business in St. Paul. When appointed to his position of rate supervisor he relinquished all affiliations with the Armand Harris agency, turning the business over to his son, James.

Mr. Johnson is a native of Minnesota and has lived his entire life in this state. He was 50 years old May 30, and has been identified with the insurance business since 1920 when he became cashier of a bank at Gonvik. In 1927 he went with Travelers at Minneapolis and in 1930 he became general agent for Minnesota Mutual Life at Bemidji, where he established Insurance Service agency.

Mr. Johnson was appointed commissioner by Gov. Stassen in 1941 and was reappointed by Gov. Youngdahl in February this year for a six year term. He has also been ex officio state fire marshal and member of the state compensation insurance board.

He served as president of National Assn. of Insurance Commissioners and had an active part in the negotiations of that organization in bringing about the passage of public law 15 and also in the drafting of the model rating bills.

**EQUITABLE OF IOWA**—New business paid for in October was largest for the month in history. Paid business totaled \$11,349,765. New business paid for during the year to date now totals \$96,008,096 and life insurance in force now totals \$897,656,795.

## THE UNION LABOR LIFE INSURANCE COMPANY

MATTHEW WOLL, President

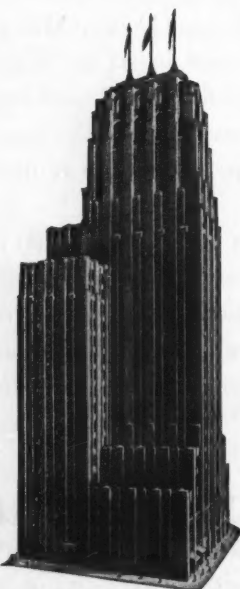
570 Lexington Avenue

New York 22, N. Y.



An old-line, legal reserve institution, offering Group and Ordinary Life, and Group Health, Accident and Hospitalization coverage.

Inquiries regarding sales opportunities welcome.



Northern Life Tower, Seattle

Please direct inquiries to

A. LINUS PEARSON

ASSISTANT VICE PRESIDENT

176 W. Adams, Chicago 3

**NORTHERN LIFE INSURANCE CO.**

SEATTLE, WASHINGTON

Established 1906

D. M. MORGAN, President



## Metropolitan Life to Modify Many Policies Jan. 1

Metropolitan Life will adopt on Jan. 1 a new schedule of premium rates and new editions of policy forms for life insurance.

President Leroy A. Lincoln explained that there is no necessity for an increase in the level of Metropolitan rates now because the company several years ago raised the general level of its rates in anticipation of a continued decline in the interest rate on investments. There will be revisions in individual rates, with some increases and some decreases, but the over-all average will be about the same.

Policy forms are being revised in accordance with the requirements of the Guertin laws. However, at the time of its previous rate revision, Metropolitan made several changes fundamentally similar to those required by the new laws. Consequently the effect of these new laws on Metropolitan will be largely a matter of detail.

### Aviation Rules Liberalized

Underwriting rules for aviation risks have been liberalized, and in general airline passengers will pay no more irrespective of the amount of flying. Other passengers, including those in the aviation industry, will be charged extra only if they do an unusual amount of flying. Extra premiums for civilian pilots have been generally reduced.

The principal changes in ordinary and industrial policies are:

Ordinary policies within specified limits of age and amount will automatically include a waiver of premium disability benefit.

All policies issued in the ordinary department with a monthly premium of \$10 or less will be issued in a separate classification from regular ordinary policies and will be designated as monthly accounting branch policies. Rates on these policies will be slightly higher than those for regular ordinary policies with monthly premiums of more than \$10, but the nonforfeiture benefits and settlement options will be the same.

### Lower Rates on Low-Premium Plans

Decreases in ordinary annual premium rates will be mainly at the older ages and on the lower-premium plans. Increases will be mainly at the younger ages on the higher-premium plans.

Many rates for monthly premium industrial policies will be lower, particularly on the lower-premium plans, but in the aggregate will be somewhat higher than the present rates.

Weekly premium substandard policies will be discontinued. Applicants in this class will be eligible for the new weekly premium policies. Benefits per unit of premium will be higher than now particularly at young ages.

Mortuary and maturity dividends on certain weekly premium policies issued prior to 1948 will be raised to increase the life insurance benefit on older policies to whatever greater benefit is granted under the new scale of premium rates and the new underwriting practice, and such dividends have been declared for payment in 1948.

### To Use 2½% Interest

An interest rate of 2½% will be used in computing nonforfeiture benefits rather than the present 2¼%. For standard ordinary policies the C.S.O. table will be used. For other policies the same mortality tables will be used as for similar policies issued currently.

Settlement options in the new ordinary policies will be on the same basis as those in currently issued policies. An applicant's waiver of premium benefit will be available in connection with ordinary and monthly premium industrial policies issued on the lives of children at ages 10 to 14, as well as ages 0 to 9, on most of the principal plans of insurance. The graded death benefits pro-

vided by policies issued at certain juvenile ages have generally been increased, except where impossible because of state or provincial legal limitations.

Exclusion from the accidental death benefit of death resulting from aviation activities has been liberalized to apply only if the insured has duties relating to the aircraft or flight or is receiving aviation training or instruction or is in any training or maneuvers of any armed forces. This liberalization is also being extended to the payment of accidental death claims on existing policies with certain necessary exceptions.

In the disability benefit, the war exclusion will apply only if disability occurs as a result of an act of war while the insured is in the armed forces of any country at war. In the accidental death benefit, the exclusion applies if death occurs as a result of an act of war whether or not the insured is in military service.

### Change in Dividends on Industrial

The dividend clause in the new weekly premium policies will provide for payment of dividends in the form of paid-up additions to the sum insured, rather than in the form of premium credits as on current weekly premium policies.

The new plans of insurance include a whole life paid-up at 65 with family income policy, which is in addition to a similar policy, based on whole life paid-up at 85, currently being issued.

The educational fund policy is being replaced by a more flexible educational endowment policy which will be issued in units of \$1,000 of insurance. If the insured (the parent) dies before the maturity date of the policy, an income of \$10 a month per \$1,000 will be paid from the date of death to the maturity date. At maturity the full endowment amount is payable in one sum but the usual optional modes of settlement may be used. Policies may be written to mature in periods of 10 to 20 years.

A new mortgage term policy, consisting solely of a decreasing amount of term insurance without any element of permanent insurance, is being substituted for the present form. It will be issued for terms of 10, 15, 20, or 25 years. The premium will be level and will be payable for two years less than the period of term coverage.

### Award Conn. Scholarship

HARTFORD—John A. Greenwood of Bridgeport, a senior at the school of business administration of University of Connecticut, was awarded a \$150 scholarship by the Connecticut Assn. of Life Underwriters. S. J. Lonsdale, president, made the presentation at a luncheon at Bridgeport with 100 in attendance.

The scholarship was created this year "to stimulate study in the general field of life insurance." The judging committee consisted of L. J. Ackerman, dean school of business administration; Sumner Dole, assistant director of student personnel, both of the university; Clifford Washburn, chairman of the association's educational committee, and Mr. Lonsdale.



O. E. Beal, Prudential; L. W. S. Chapman, L.I.A.M.A.; Wendell Hanselman, Union Central, and H. M. Stewart, Prudential, chairman program committee, at L.I.A.M.A. meeting in Chicago.



"I'm not surprised—those Bankers Life men do a lot of good in this town!"

## Bankerslifemen May Deserve Halos But Don't Wear Them

Measured by the amount of good which they do in the communities they serve, Bankerslifemen may richly deserve halos which they somehow don't look with favor on wearing. They regard it as a regular part of their work to render service for which others might want to claim a halo.

Because they have been thoroughly trained for the work they are doing, Bankerslifemen find every possible way to get the most good for their clients out of the insurance they own. They wouldn't be satisfied to render lesser service.

This attitude of giving their best to their clientele without claiming undue credit makes Bankerslifemen the kind of life underwriters you like to know as friends, fellow workers, or competitors.

**BANKERS Life COMPANY**  
DES MOINES



THE HOME OF  
COMPLETE  
PROTECTION

*Business Men's Assurance*  
COMPANY  
KANSAS CITY, MO.



LIFE • ACCIDENT • HEALTH • ALL-WAYS  
HOSPITALIZATION • GROUP • REINSURANCE

## How Row 5, Seat 11, So

Henry Rogers uncrumpled his hat and sat down again in Seat 11, Row 5. His wife put her hand on his arm, as if to keep him from leaping up again like a jack-in-the-box.

"Goodness, Henry," she said, "he can't hear you. You'll ruin your throat. You'd think that was *our* son down there."

Henry didn't answer. He *had* always felt like a second father to the boy. He felt partly responsible—in a humble way—for the fact that young Joe Bailey was in today's game.

Of course, it was really his job. Henry made his living as a New York Life agent. Young Bailey's father had been what Henry Rogers called a tough prospect—one who knew he should have more life insurance, one who could afford it—but one who always said, "See me next month, Henry."

Yet it was the policy he finally took out which actually made it possible for young Joe Bailey to be in college.

Henry Rogers focused his eyes on the field again, saw Joe Bailey sweep around end. Henry was up on his feet again, yelling. The man next to him nudged him.

"You can't score a touchdown from up here, mister."

"Don't be so sure about that," Henry said.  
"Don't you be so sure, my friend."

Names used in this advertisement are fictitious.

NEW YORK LIFE  
INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



THE NEW YORK LIFE AGENT IN YOUR CO



# *He Scored a Touchdown!*



OUR COMMUNITY IS A GOOD MAN TO KNOW

## EDITORIAL COMMENT

### Recognition of the "Group Man's" Role

Whatever the final results of the efforts of the National Assn. of Life Underwriters to limit group insurance to cases where the employer-employee relationship is present, the preliminary deliberations got off to a cordial and sane start at Chicago. A strong reason for hope that a true gauge of group demands and ethics will grow out of such conferences was the fact that not only representatives of the National Assn. of Insurance Agents and of Life Insurance Agency Management Assn. were present, but there also was a field group supervisor on hand, representing his fellows in Chicago. Although the group field man may be technically a home office employee, in actuality he stands between the home office and the field, and it is to be hoped that the counsel of these important individuals is taken into account at the more formal meetings between companies and agents which promise to follow.

The perspective of the group field supervisor is important and unique. The so-called "group man", the salaried company field representative, is actually the pivotal figure in the whole group insurance field. The very nature of his position qualifies him as liaison between the home office and the personal producer. It is impossible to see how any true measure of the group market or of group ethics could be valid without consulting him.

The group man to a certain extent may be expected to reflect the home office attitude. However, anyone who has had extensive acquaintance with these group field men will find that their attitudes often differ markedly from the

attitudes of their home offices. This is because their concepts are colored by contact with salesmen on the firing line. On the other hand, the group man's attitude is not the same as that of the personal producers, truly seeming to be a blending, perhaps a happy medium between the two.

No man is better qualified than the group field man to interpret the demands of the group market today. He handles every type of case and keeps in constant touch with which way the winds are blowing. It is his business to know where the market lies and what coverages employers are buying, so that he can stimulate producers along these lines. He knows that the sale of group depends ultimately on the initiative of the personal producer and it is his business to know salesmen and to interpret their wishes as well as the customers' wishes for the home office.

The group field man is not in business to make commissions, nor are the group cases on which he works just figures on an annual statement blank to him. His motto is service, and this means service to all the other people who are involved in group selling. He has ideas, vision and experience from which both the home offices and personal producers can and do draw a great deal.

The active and important group supervisors division of Chicago Assn. of Life Underwriters, which has long recognized the importance of the group field man's role, is to be congratulated for taking a step to give the entire industry the benefit of its counsel in these important deliberations.

### Still Sticking to a Wrong Decision

The "no comment" attitude of the veterans administration on efforts of California-Western States Life to bring about legislation or a test suit in an effort to obtain relief for veterans who are being dunned for premiums paid on their behalf by the government to life companies in excess of cash values is an exasperating one. Solicitor Odom of VA says that there is nothing to add to VA's past rulings or decisions on the subject, which it considers sound, and that it would be "unusual" for VA to sue anybody, although if anybody were to start court proceedings to contest the VA policy of collecting such payments VA could be expected to fight.

What this means is that VA will go

on, under the unjustifiable rule it has laid down, recouping overpayments from other benefits to which a veteran may be entitled. And few veterans, according to VA, are not entitled to some other benefits, such as pensions, compensation, readjustment allowances, subsistence allowance or unemployment compensation. For the relatively few who cannot be garnished in this way and who are unable, or unwilling on ground of principle, to repay premiums advanced in excess of cash values, the situation is unpleasantly confused. No matter how "unusual" it is for VA to sue anybody there is no guarantee that some future administrator will not decide to go ahead and try to collect these amounts from the veterans on

whom it has up to now been content to use only moral suasion.

Unfortunately VA seems disposed to let this uncertainty continue indefinitely. Since nobody is likely to be sued while VA continues in its present attitude, the only likelihood of clarification of this doubtful point seems to be the bringing of a suit against VA by some veteran whose allowances have been reduced by what the VA contends he owes for life insurance premiums. In view of the relatively small amounts which any individual veteran is called upon to pay and the fact that at the worst it requires no giving up of money that he already has his hands on, it seems unlikely that any such suit will ever be instituted. Of course, there is the possibility of a test suit financed by one of the veterans' organizations, which would spare the heavy legal expense that would make any individual hesitate to resort to the courts for justice.

VA's arbitrary attitude on these overpayments is a smug and continuing insult to the life companies and agents who relied in making sales on the clear wording of the old law which made no provision for any liability to the service man for payments in excess of the cash value of his policy. That the insurance people were entirely correct in their interpretation of the law is con-

firmed by a letter written by Harold W. Breining, assistant administrator of VA in charge of insurance written early in 1941 which read in part: "There is no provision in the act at this time for collecting from the insured the amount that the premium with interest may exceed the cash surrender value at the time of termination." The law was shortly afterward changed to make provision for repayment but the policies involved in the present situation are those which were written before the new law went into effect.

With these policies, where the government is seeking to recover overpayments, there is an unpleasant dilemma for the owners who have no benefits which the government can withhold from: If no suit is brought they may never be called upon to pay, but there hangs over them the possibility of action. On the other hand, if suit is brought it is possible to conceive, though only by considerable strain, that the courts might uphold the VA position and many who would never have to pay under the VA's present policy might be forced to come through with the amounts demanded.

VA's failure to sue is not enough. It should swallow its pride and acknowledge it was wrong in ever trying to collect the overpayments.

## PERSONAL SIDE OF THE BUSINESS

Dr. L. A. Warren, historian of the Lincoln National, spoke at a luncheon of Pennsylvania Lincoln Fellowship at Gettysburg on the 84th anniversary of Abraham Lincoln's famous address. Dr. Warren was instrumental in the formation of Pennsylvania Lincoln Fellowship in 1938.

Waldo T. Worcester, assistant manager of the home office agency of Union Mutual Life, served as publicity chairman of the Greater Portland Community chest drive. The drive, which substantially exceeded its goal, was the most successful of recent years.

Foster A. Vineyard, Aetna Life general agent, addressed a meeting of Little Rock Sales Managers Club on "Lessons from Life—in Sales Management."

James G. Anwyl was presented an electric clock by members of the Phoenix Mutual agency at Buffalo on his 10th anniversary as manager there.

Fred T. Jordan, manager of the home office agency of Union Mutual Life at Portland, Me., has been elected president of the Portland Club, one of the city's oldest organizations.

Don I. Parker, assistant secretary and actuary of Security Mutual Life, has been elected vice-president of the Lincoln Kiwanis Club.

Fred H. Hanke of Sutton, Neb., has completed 50 years as a director of Lincoln Mutual Life, formerly Royal Highlanders. A dinner was given for Mr.

Hanke by officers of the company at Lincoln, to which all officers and company directors were invited, together with a son and son-in-law of Mr. Hanke. In all these years he has never missed a meeting except on account of illness, and only a very few times on that account.

As Chairman W. T. Grant of B.M.A. was seating himself at a luncheon table during the L.I.A.M.A. convention at the Edgewater Beath hotel, Chicago, he was introduced in rapid succession to "Messrs. Finch, Lynch and Tiensch." Mr. Grant, suspecting a gag, requested a retake on the names and learned that without prearrangement F. S. Finch of United Benefit, W. P. Lynch of Prudential and C. J. Tiensch of Prudential had found themselves table companions.

## DEATHS

### John C. Piver, Coast Publisher, Dead at 74

John C. Piver, founder of "Underwriters Report" of San Francisco, died Nov. 16 after a long illness at the age of 74.

Mr. Piver was one of the most colorful figures in San Francisco insurance. He entered the business in 1901 as a life insurance solicitor, later becoming inspector for Conservative Life of Los Angeles. In 1905 he established "Life Insurance Report," a San Francisco

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 3704.  
EDITORIAL DEPT.: Managing Editor: R. B. Mitchell. News Editor: F. A. Post. Associate Editors: Levering Cartwright, D. R. Schilling, J. C. O'Connor. Assistant Editors: Richard J. Thain, John C. Burridge.

### BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 9801. Ernest E. Hess, Southeastern Manager.  
BOSTON 11, MASS.—210 Lincoln St. Tel. Liberty 1402. Wm. A. Scanlon, Vice-Pres.  
CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 3704. O. E. Schwartz, Associate Manager. A. J. Wheeler, Special Representative. L. N. Telloween, Advertising Manager.  
CINCINNATI 2, OHIO—430 E. Fourth St. Tel. Parkway 2140. George C. Roeding, Asso-

ciate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.  
DALLAS 1, TEXAS—802 Wilson Bldg., Tel. Central 5333. Fred B. Humphrey, Southwest-ern Manager.  
DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.  
DETROIT 26, MICH.—219 Transportation Bldg. Tel. Cherry 3826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.  
MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Resident Manager.  
NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: Kenneth O. Force; Assistant Editors: Harry T. Jones and Donald J. Reap.

### LIFE INSURANCE EDITION

PUBLISHED EVERY FRIDAY

CHICAGO 4, ILL. Telephone Wabash 3704.

Burridge, President. Louis H. Martin, Vice-

John Z. Herschede, Treasurer. 420 E. Fourth

St., Cincinnati 2, Ohio.

Business Dept.—Ralph E. Richman, Vice-

Pres.; J. T. Curtin and W. J. Smyth, Resident

Managers.

PHILADELPHIA 9, PA.—123 S. Broad Street,

Room 1127. Tel. Pennypacker 5-3706. E. E.

Fredrickson, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg.,

Tel. EXbrook 2-3054. F. W. Bland, Pacific

Coast Manager. Guy C. Macdonald, Pacific

Coast Editor.

monthly  
"Under  
sequen  
insuranc  
Mr. P  
and ship  
commod  
Club. I  
Francisc  
member  
of the  
America  
A son  
the firm  
service,  
fishing c  
Another  
Insuranc  
cited wit  
Review.  
Natha  
trict m  
Evansvi  
John  
investm  
Scranton  
Aetna L  
and S  
Lewis  
dent an  
land Li  
illness.  
of Texa  
and bec  
eral co  
when S  
Life in  
capacity  
Southla  
Fred  
Mo. a  
of the  
stantly  
he was  
a truck  
the ager  
trict O  
Guar  
Rece  
Mon  
Guard  
company  
tober. T  
than \$4,  
month.  
"Octo  
tradition  
new bu  
this tim  
F. F. W  
dent. H  
thought  
do bette  
that this  
our top  
The v  
vision led  
ern divi  
metropol  
ished the  
volume  
ern divi  
quota.  
John  
the field  
olis ran  
agency  
Schnur,  
Eisendra  
close se  
Presid  
went to  
of the c  
leader i  
Manager  
with a  
88 lives  
to H.  
who sub  
Mr. W  
cation t  
Bethel  
Charle  
is the n  
Insuran



monthly. The name was changed to "Underwriters Report in 1907 and subsequently was published as a general insurance weekly.

Mr. Piver was active in coast yachting and shipping, and served six terms as commodore of the San Francisco Yacht Club. He was a member of the San Francisco Blue Goose, an honorary member of the Fire Underwriters Assn. of the Pacific, and vice-president of American Power Boat Assn.

A son, Arthur L., who has been with the firm for 13 years, except for war service, will succeed as head of the publishing company.

Another son, Jack, is editor of "Pacific Insurance," and for 15 years was associated with his father on "Underwriters Review."

**Nathaniel C. Hancock**, 59, retired district manager of John Hancock at Evansville, Ind., died there.

**John J. McKeon**, senior partner in the investment banking firm of Charles W. Scranton & Co. of New Haven, who died at New Haven, was a director of Aetna Life, Aetna Casualty, Automobile and Security of New Haven.

**Lewis T. Carpenter**, 76, vice-president and general counsel of Southland Life, died at Dallas after a long illness. He was one of the organizers of Texas Security Life, Dallas, in 1929 and became its vice-president and general counsel. He retained that post when Security merged with Gulf States Life in 1932, and continued in the same capacity when Gulf States merged with Southland Life.

**Fred W. Graves**, 72, of Lancaster, Mo., a member of the Ottumwa agency of the Bankers Life of Iowa, was instantly killed when the auto in which he was riding alone crashed head-on into a truck in a blinding fog. He had joined the agency in 1946 after serving as district OPA officer during the war years.

## Guardian Sets New Record in McLain Month: \$21,658,504

Guardian Life's field force set a new company production record during October. The total of \$21,658,504 was more than \$4,300,000 above the best previous month.

"October-for-President-McLain" is a tradition, and is usually about its best new business month of the year but this time the field outdid itself, said F. F. Weidenborner, agency vice-president. He had expected a record and thought that with luck the agents might do better than \$20 million but he said that this figure "will probably stand as our top for some time to come."

The western and Pacific Coast division led with 142% of quota; the eastern division was second with 122%; metropolitan (New York) division finished third with 120%, but led in total volume with over \$8 million. The southern division turned in 93% of a stiff quota.

John S. Murphy's Detroit agency led the field with 303% of quota; Minneapolis ranked second with 253%. Leading agency in volume was Leyendecker & Schnur, New York, with \$2,289,000; the Eisendrath agency in New York was a close second with \$2,166,000.

President's honor roll recognition went to 221 producers, representing 53 of the company's 60 agencies. Individual leader in both lives and volume, was Manager R. A. Trubey, Fargo, N. D., with a total of more than \$400,000 on 88 lives. Second place in volume went to H. M. Simon, Eisendrath agency, who submitted more than \$300,000.

Mr. Weidenborner has found no indication that business is below standard.

## Bethea Trust Council Head

Charles G. Bethea, State Mutual Life, is the new president of the Atlanta Life Insurance & Trust Council. He succeeds

Sam H. Rumph, Northwestern Mutual. P. L. Bealy Smith, Connecticut Mutual is vice-president; Lee McConnell, Trust Company of Georgia, secretary; Horace Smith, Fidelity Mutual, treasurer.

Bruce Batho, associate actuary of Life of Georgia, outlined changes in many states brought about by enactment of the Guertin laws.

## Group Overextended Only Occasionally, N.A.I.C. Unit Says

HARTFORD — A warning of the occasional overextension of group life insurance in some states was voiced by the life committee of N.A.I.C., Wednesday in its report to Thompson of Oregon, the president.

A statement released by Commissioner Allyn of Connecticut, committee chairman, told of the group's deliberations at its meeting at Chicago in October.

Group life cannot take the place of individual coverage, but is merely supplementary, the committee concluded. It found that in isolated instances group life has been extended beyond its reasonable bounds. It expressed hope that the companies will take the necessary steps to guard against such situations in the future. The committee reaffirmed the group life definition and standard provisions approved in June, 1946, but suggests that proposals from commissioners and others as to changes should be presented for committee consideration.

Legislation, said the Allyn report, is not the complete answer to the problem of the proper place of group life. It warned that unless the problem is solved through cooperation between the industry and the commissioners, unwise legislation may follow in some states, with unfortunate results.

As to creditors group life, the committee expressed the view that action should be taken by the states to curb questionable practices.

The committee expressed the view that companies which have not yet voided the war clauses in their policies should do so.

## Non-Occupational Disability Cover Problems Surveyed

Charles J. Haugh of Travelers Indemnity, in his presidential address at the annual meeting of Casualty Actuarial Society, spoke favorably of the plan that was proposed in New Jersey in April of 1946 to require employers to provide non-occupational disability benefits for their employees. Claims would be adjudicated in a manner similar to that in workmen's compensation insurance. There would be a deduction from wages subject to a prescribed maximum, and the employer would be required to pay any additional cost.

Such a plan, however, would create some difficult problems for insurers. For instance, he said some of the largest writers of group A. & H. don't have

facilities to handle small risks, this being particularly true of life insurance companies. On the other hand, workmen's compensation insurers are well equipped to handle either large or small risks. In the small risk field there is the question of expense of handling, and also the danger of adverse selection.

There would have to be established a means of affording insurance to risks unable to get it for themselves. An assigned risk plan, he said, would be a most unwelcome innovation for certain companies, and a pool probably "would be greeted even less effusively by an even greater number of companies."

Companies that are not equipped to handle small risks might take care of such business, either on a service basis or through a voluntary pool, or a company might get another to service its small risks and guarantee the servicing company against loss.

Mr. Haugh pointed out that such insurance cannot be sponsored by insurance companies because they would be accused of selfish interest. Any such proposal must come from employers.

Some companies fear that such legislation would be accompanied by rate regulation, but Mr. Haugh said that this is not at all necessary. There has not been rate regulation in group A. & H. and the forces of competition have op-

erated to preclude any restrictions on competition. Imposition of unconscionably high rates for undesirable risks would be discouraged by the fear of enactment of rate regulatory legislation.

Mr. Haugh said that the preponderance of opinion is that such legislation would be upheld from the constitutional standpoint.

## John Sinclair to Address Life Counsel Group Dec. 16

John S. Sinclair, executive vice-president of New York Life, will speak at the meeting of the Assn. of Life Insurance Counsel at the Waldorf-Astoria Hotel in New York Dec. 16 on "Life Insurance Counsel from the Executive's Viewpoint."

The members of the panel which will discuss "Some Problems Growing out of Public Law 15" are Sylvester C. Smith, Jr., general solicitor of Prudential; John Barker, vice-president and general counsel New England Mutual; J. V. Bloys, assistant general counsel of the Life Insurance Assn. of America, and H. Harold Leavey, vice-president and general counsel of California-Western States Life. Titles of formal papers to be presented were given in last week's issue.



Calvin Pontius, Fidelity Mutual, and J. M. Holcombe, manager L.I.A.M.A., at Chicago annual meeting.

**T**HE small courtesies and services that go with selling and owning life insurance are never too small to escape our friendly attention.

The Ohio National Life Insurance Company  
Cincinnati, Ohio

## LIFE AGENCY CHANGES

### Columbian Nat'l Names Richardson in Boston

Albert E. Richardson, Jr., has been named general agent in Boston for Columbian National Life. In 1928 he joined Mutual Trust Life and served as agent, manager, and manager for New England. In 1945 he was appointed associate general agent in Boston for New England Mutual Life. He is a graduate of the L.I.A.M.A. managers' school, is immediate past-president of the Boston General Agents & Life Managers Assn., and is secretary-treasurer of the Boston Life Underwriters Assn.

### Life of Georgia Revises Setup in Ark. and Ala.

New divisional setups are being arranged by Life of Georgia in Arkansas and Alabama.

Arkansas, which has operated as one division, is being separated into two divisions. Northern Arkansas will be headed by John D. Futch, with headquarters at Brinkley.

Ellis W. Parris has been appointed southern Arkansas manager, with headquarters at Little Rock.

Fred W. Parris, Arkansas state manager and a veteran of 31 years with the field force, has been granted a year's leave of absence to recuperate from illness.

Alabama, which has operated with two divisions, will be split into six divisions. The one at Montgomery is in charge of E. L. Miller; Birmingham, Earl Miller; Mobile, Charles H. Moore; Tuscaloosa, Glynn P. Hewett; Decatur, John G. McGehee, and Anniston, P. W. Bethea.

### Five Assistant Managers Appointed by Mutual

Five men have been named assistant managers by Mutual Life. They are:

Earl B. Benton and William G. Bruce of the Billings agency in Montana, managed by Ralph H. Smith. Mr. Benton will supervise field organization in 11 counties with headquarters in Great Falls. Mr. Bruce will supervise 10 counties and be located in Greybull.

Donald D. Barrett of the Baltimore

agency, managed by R. C. Wonderlic, will supervise Baltimore City and three counties, and will be located in Catonsville.

Charles E. Crowley, Los Angeles agency managed by G. A. Satten, will supervise Ventura and Santa Barbara counties with his base in Oxnard.

Samuel W. Emerick, Cleveland agency managed by Edward C. Danford, will supervise Summit and Medina counties and be located in Cuyahoga Falls.

### Simpson Succeeds Atteberry

W. H. Atteberry has retired as Indianapolis manager of Sun Life of Canada, which he joined in 1926. Russell J. Simpson, formerly associate manager, has been advanced to manager.

### Baltimore Transfers Managers

John F. Blair, who has been manager for Baltimore Life at Atlantic City, has been transferred to Greensburg, Pa., to succeed Charles Vick, who has retired because of ill health. Mr. Blair has been succeeded by B. F. McClure, Harrisburg manager. Harrisburg has been placed under the York office.

Harry Thomas, staff superintendent at Shamokin, Pa., has been named home office supervisor and his former position has been filled by Robert Brennan.

### Woodward Sees Good Market in Future

There is a tremendous market open to life salesmen for many years ahead, but it is tied up with the fortunes in international relations, Donald B. Woodward, second vice-president Mutual Life, told the Chicago Assn. of Life Underwriters at a luncheon Wednesday. He discussed present and future markets and illustrated with lantern slides showing various charts based on Mutual Life surveys.

C. E. Smith, Northwestern Mutual C.A.L.U. president, announced the Chicago C.L.U. chapter economic conference to be held Jan. 27 and also told of the 1948 Saturday sales forums to be held for four Saturdays in February under direction of G. S. Brown, Penn Mutual, and his committee.

Jul B. Baumann, N.A.L.U. president was a visitor, en route to the Peoria life conference which started Thursday, and P. B. Hobbs, immediate past president, took part. President Smith introduced Carl E. Lindstrom, assistant manager, Travelers, the new national committeeman who succeeds J. H. Brennan, general agent Fidelity Mutual.

### Prudential Boosts Vestle

Karl W. Vestle has been promoted to manager of Prudential district office No. 1 in Kansas City. An alumnus of Kansas State Teachers College, Mr. Vestle joined Prudential in Kansas City Kan., in 1933. He was made assistant district manager at St. Joseph four years later. He is a veteran and chairman of the veterans' committee of Kansas City Life Underwriters Assn.

### Groff Heads Estate Work

John C. Groff has been named head of the estate control department of Blosser & Hill, Toledo general agents of Aetna Life. He succeeds Robert P. Kelley, who will devote full time to personal production.

### Huber Toledo Assistant

Robert L. Huber of Manchester, Mich., has been named assistant manager of the Toledo agency of Aetna Mutual Life, supervising seven southern Michigan counties.

### Advance Sandler at Toledo

Melvin Sandler, out of the navy for two years, has been named assistant manager of John Hancock at Toledo. His father, Samuel Sandler, is an outstanding producer.

### PROGRESSIVE EASTERN COMPANY REQUIRES:

**PLANNING ASSISTANT:** Complete knowledge home office and branch office operations; accounting experience essential; some planning experience desirable; heavy travel first two years; \$4500.00.

**PERSONNEL ASSISTANT:** Knowledge job evaluation essential; training experience desirable; for branch office program requiring heavy travel two or three years; \$4200.00. Our employees know of this advertisement, so reply in detail in complete confidence. Box No. N-85, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## SALES MEETS

### Prudential Ordinary Annual Draws 300 to Houston

More than 300 ordinary agents and managers of Prudential gathered at Houston for the annual business conference. Carrol M. Shanks, president; Sayre MacLeod vice-president, and other officials spoke.

Agents attending who had been credited with volume in excess of \$1 million were, in order of rank, Julius H. Kaplove, Newark; George A. Novell, Los Angeles "B"; Dean Y. Ishii, Quan L. Ching, and Samuro Ichinose, Honolulu; and Paul Bordlee, New Orleans.

### Colonial Marking 50 Years With New York Convention

The Colonial Life convention is being held Nov. 20-22 this year to coincide with the 50th anniversary Nov. 21. Held at the Hotel Astor, New York City, the meeting will be attended by 165 leading producers.

Among those on the program are Paul Speicher, R. & R. Service, Charles Zimmerman, assistant managing director, and Lewis W. S. Chapman, director of company relations Life Insurance Agency Management Assn.

Highlight of the convention will be the golden jubilee banquet Friday night, when the home office personnel will join the field.

### Confer on Business Cover

A sales conference on business life insurance was held by the home office general agency of Farmers & Bankers Life, Wichita, led by General Agent Clayton Mammel.

### Aetna Rally at Wichita

Askew & McClung, Aetna Life general agents, held a fall roundup at Wichita, giving special recognition to the high producers in their October production campaign.

### Hold Loyal Protective Schools

Loyal Protective will hold a school for general agents and district managers in Oakland, Cal., starting Nov. 24, and one at Chicago, commencing Dec. 1. A similar school was run last month at Boston. The schools are conducted by W. B. Cornett, vice-president. John M. Powell, president, will attend the opening of the Chicago school.

Yes - -

WE ARE STILL "IMPROVING"  
THE "FIELD MAN'S CONTRACT"

NEW ADDITIONS -

- A—Life Time Renewals
- B—Group Insurance
- C—Group Hospitalization

And - -

UP-TO-DATE POLICY FORMS  
BASED ON C. S. O. TABLES



Still Out in Front  
A "Career Man's" Company

Guarantee Mutual Life Company

A. B. OLSON, Vice President

Omaha

Founded 1901

Nebraska



## NEWS OF LIFE ASSOCIATIONS

### Ill. Leaders Gather at Peoria

Illinois life insurance leaders from all sections converged on Peoria this week for the midyear meeting of the Illinois Assn. of Life Underwriters, the conference of National, state and local association officers, which started Thursday afternoon, and the gatherings Friday of the Illinois Round Table and general agents and managers, and the all-day sales congress Saturday of the Peoria association.

Earl M. Schwemm



Jul B. Baumann, N.A.L.U. president, was moderator in the round table Thursday and Friday on association affairs. Earl M. Schwemm, Great-West Life manager, Chicago, state association president, took up the questions of state association finances and activities which might be initiated as soon as the budget permits, increasing the membership to the 4,000 goal which has been set, meeting programs, forming local associations in additional "satellite" cities, etc.

#### Panel of "Experts"

Among the "experts" in the forum aside from Mr. Schwemm, were John D. Moynahan, Metropolitan manager Chicago and past president Chicago association, Chicago C.L.U. chapter and American Society of C.L.U.; P. B. Hobbs, immediate past president of N.A.L.U.; K. E. Williamson of Massachusetts Mutual, Peoria; Margaret H. Becker, executive secretary Peoria and Illinois associations, and Joy M. Luidens, who holds the same position in the Chicago association.

There was a record turnout at the Peoria meeting, with reservations for one or more representatives from each of the 26 local associations and an average of three officers and/or directors from each of them.

The state association and its local units never were in more healthful condition as respects finances, activities, membership, etc., it was reported.

### Company President Says Agents Are Essential

SAN ANTONIO—Agents are necessary in sale of insurance, R. W. Baxter, president Rio Grande National Life, Dallas, told the San Antonio Assn. of Life Underwriters. He cited the effort of Sears, Roebuck & Co. to sell life insurance by mail, emphasizing that this firm has been successful in every other field which it has entered. President J. I. Jordan announced election of Herman D. Whitehead, Amicable Life, as a director to succeed Victor Williams of Universal Life & Accident, whose health has compelled him to take a prolonged rest.

### Hedges Gives Two Talks

Bert A. Hedges, Business Men's Assurance, Wichita, chairman of the general agents and managers section of N.A.L.U., addressed the Republic Valley Life Underwriters Assn. at McCook, Neb., and the Southwest Kansas Association at Cimarron.

Roanoke, Va.—At the November luncheon meeting, John D. Copenhaver, attorney, spoke on "Cooperation Between Life Underwriters and Attorneys" and George W. Hogshead, certified public accountant, discussed "Cooperation Between Life Underwriters and Accountants."

### Kansas Round Table Held in Wichita

The Kansas Leaders Round Table, division of the Kansas Assn. of Life Underwriters, at its first meeting in Wichita, through Louis R. Smith of Topeka, president Kansas Assn., presented membership certificates to the 40 members present. Quarter million dollar producers are eligible, and 43 have applied. Annual meetings are to be held in future at the time of the annual meetings of the Kansas association. The next will be at Hutchinson in May.

Chairman C. J. Cotton, Northwestern Mutual, Lawrence, presided. The program also included three panel discussions in addition to addresses by C. J. King, million dollar producer from Kansas City, and Richard Becker, Coffeyville attorney. Program chairman was Keith Hays, Mutual Life, Hutchinson.

#### Three Panels Conducted

Panels were led by Clayton Mammel, Wichita, home office general agent Farmers & Bankers, on "Business Life Insurance," Maurice Coulson, Penn Mutual, Wichita, on "Creating Clientele and Effective Advertising," and Mr. Hays on "Closing Personal Insurance under Present Day Conditions." A fourth had been scheduled on "Employee Benefit Plans" led by John Rickard, Northwestern National, Hutchinson, but time did not permit.

Assisting Mr. Coulson were L. R. Smith, Topeka; Miss Minna Hensley, Franklin Life general agent, Salina, and R. T. Wright, million dollar producer of Provident Mutual, Lawrence, and on Mr. Mammel's panel were George Benson, Equitable of Iowa, Topeka; Wilbur Loveland, Union Central, Wichita, and Elmer Moore, New York Life, Wichita.

Racine-Kenosha, Wis.—At a luncheon meeting with a record attendance, Bert C. Nelson of the Stamm agency in Milwaukee of Northwestern Mutual Life spoke.

St. Paul—Paul Dunnagan, Canada Life, chairman of Million Dollar Round Table, and W. S. Leighton, New York Life, president American Society of C.L.U., put on the program Nov. 20. It was in charge of the St. Paul C.L.U. chapter.

Utica, N. Y.—Vincent R. Corrou, former mayor of Utica, addressed a luncheon meeting.

Bart J. Scanlon, past president of the association and now program chairman, received the C.L.U. designation.

Quincy, Ill.—Newell C. Day, Davenport general agent of Equitable Life of Iowa, gave his famous talk on "A Blueprint for Happiness" at a luncheon meeting which combined the regular meetings of the association and the city's service clubs, including Rotary, Lions, Kiwanis, Optimist and Exchange.

Toledo.—Miss Hermine R. Kuhn, first field assistant of Manhattan Life, addressed a luncheon meeting Nov. 20. In the evening she addressed a dinner meeting of the Toledo Life Agency Cashiers Assn.

Minneapolis.—Lorin Hord, general agent New England Mutual Life, and a general agent for 40 years, gave some reminiscences at the Nov. 13 meeting. Mr. Hord is a former president of the Minneapolis Assn.

Victoria, B. C.—Franklin Stull, Penn Mutual Life, Seattle, spoke on "Prospecting."

Jersey City.—A discussion on "Profitable Prospecting Methods" was held at a luncheon meeting of the Hudson County association, with five members of the association participating.

Max Schmid, John Hancock; Joseph Wasserman, Metropolitan Life, and James W. Ryan, John Hancock, were presented C.L.U. diplomas by W. T. Larsen, president Newark C.L.U. chapter.

Austin, Tex.—Davis Faulkner, executive vice-president American General Life, Houston, challenged the agents to meet more fully and effectively their respon-

sibility in providing protection for life insurance buyers and their dependents. The life men are asking prospects to have faith in the service which they offer and future of their companies, he said, and this requires that they shall guide the prospect so his life insurance plans shall function in achieving the goals which he has in mind.

Wichita—Charles E. Angell, Kansas City Life, who is enrolled in the S. M. U.

marketing institute told of its work. The annual ladies meeting will be held in December.

Des Moines—Charles E. Petillon, general agent of Berkshire Life at Minneapolis, will speak Nov. 21 on "80% of the Sale."

St. Louis—William T. Earls, Connecticut Mutual Life, Cincinnati, spoke Thursday on "Business Insurance, Today's Easy Sale."

## Sure, we have 'em too!

Home Owners Protection Plan, Guaranteed Investment Contract, Educational Trust, etc., etc., field developed, field tested, and adapted to every agent's market!

Agents whose annual earnings are in the 5 figure bracket!

Training and incentive plans with sales aids that get results.

## But we take more pride . . .

that our field men are really co-workers, not code numbers fed into a punched card tabulator.

# CENTRAL LIFE Insurance Company OF ILLINOIS

Founded 1905

Alfred MacArthur, President

211 W. Wacker Drive

Chicago 6, Illinois



THE COLONIAL LIFE INSURANCE COMPANY OF AMERICA

HOME OFFICE - JERSEY CITY, N. J.

### OUR 50th ANNIVERSARY

This month we celebrate a half century in the service of the public.

As we look forward to continued growth and progress, SERVICE will always play a major role in our activities.



## SELECTIVITY...

More plans for more people.

More sales for ANICO men.

Test ANICO by these 3 of its many features.

1. A range of policies, life and annuities that permit more sales to more people.
2. Rates that compare more than favorably.
3. Immediate and deferred annuities, Salary Savings, and Pension Trust Plans, Settlement Option Service.

Ask ANICO or any ANICO Representative.

OVER A BILLION *Now* \$1,500,000,000 INSURANCE IN FORCE

Write Vice President

**American National  
INSURANCE COMPANY**

GALVESTON, TEXAS — W. L. Moody, Jr., President

## FIVE STAR GUARANTEE TO SUCCESS

- ★ Underwriting contracts giving high first year commissions, with liberal renewal schedule.
- ★ Complete line of outstanding policy contracts—every insurance need filled.
- ★ Home Office Agency Service whose personalized training gives the man beginning a life underwriting career a comprehensive understanding of the functions of life insurance . . . keeps the man of experience thoroughly conversant with every new contract and sales plan . . . a continuous Educational Program.
- ★ Agent's Pension Plan — outstanding and unique.
- ★ A Home Office, friendly, cooperative, unusual.

You will find it pays to be friendly with



**PEOPLES LIFE INSURANCE COMPANY**

"The Friendly Company"

Frankfort

Indiana

## ACCIDENT AND HEALTH

### To Merge Clement Stone Setup Into Combined Ins. Co.

Plans are now being perfected for the merger of Combined Mutual Casualty of Chicago into Combined Insurance Co. of America, which is the old Pennsylvania Casualty.

It is proposed that the continuing policyholders of Combined Mutual Casualty will receive a 5% increase in claim payments so long as their policies remain in force. A policyholder in the mutual company who declines to continue his insurance in Combined will receive an extension of coverage for one-half the period of his policy in the mutual company at no cost, or he may elect to receive a cash payment equal to the unearned premium on the policy plus 40% of the premium that was paid and earned during the current policy period.

Additionally, a formula is provided whereunder continuing policyholders may receive dividends if the business acquired from the mutual company in future years shows a sufficient profit.

#### Clement Stone Is President

W. Clement Stone is president of both companies and owns more than 99% of the stock. He originally purchased the guaranty shares that provided the mutual company with working capital. As the mutual company became licensed, the sales organization previously developed by Mr. Stone under the trade name of Combined Registry Co., together with the established business of that agency, totaling about 270,000 policies, was turned over to Combined Mutual without any legal consideration. The latter company now has about 300,000 policies in force.

A meeting of policyholders of Combined Mutual has been called for Dec. 5 to vote on the agreement.

The plan has received the informal approval of the Illinois and Pennsylvania departments and numerous suggestions that were made by these departments have been embodied in the program.

### Group A. & H. and Hospital Plan for Brooklyn Brokers

NEW YORK—Brooklyn Insurance Brokers Assn. has adopted an A. & H. and hospitalization plan underwritten by U. S. Life. Weekly indemnity for accident disability is given for five years, for sickness two years, and four weeks indemnity for partial disability. It provides medical expenses for non-disabling injuries, principal sum benefits for loss of life or dismemberment, and indemnity for hospital expenses for 70 days plus miscellaneous hospital charges. The policy is non-cancellable by the company as respects any individual and does not require evidence of insurability for those joining during the enrollment period ending Nov. 30.

#### S. W. Sales Congresses

A series of accident and health sales congresses will be held Dec. 8 at Oklahoma City, Dec. 9 at Dallas and Dec.

### Fete Brainard on 25th Year in Aetna Presidency

Morgan B. Brainard, president of the Aetna Life companies, was honored at a luncheon Nov. 17 given by company officers to observe his 25th anniversary in the presidency. A total of 523 home office staff members were also guests at the luncheon. Vice-president J. H. Brewster presided.

10 at San Antonio.

E. H. O'Connor, managing director Insurance Economics Society, Chicago, and E. H. Gregory, Business Men's Assurance, Denver, first vice-president National Assn. of Accident & Health Underwriters, will speak at all three congresses, the other speakers varying from city to city.

### New York A. & H. Club Elects Mitchell President

The Accident & Health Club of New York at a well attended meeting last week elected Henry B. Mitchell, Equitable Society, as president. Other officers are: Wallace A. McCann, U.S.F.&G.; Gerald A. Parker, Preferred Accident; Henry R. Rodriguez, Metropolitan Life, vice-presidents; C. Michael Cronin, Travelers, secretary; James F. Kirby, Loyalty group, treasurer; and Kenneth J. McDonald, Hartford Accident, assistant treasurer.

Three members were elected to the executive committee, Julius L. Ullman, W. L. Perrin & Son; Walter W. Canner, Connecticut Mutual Life, and Kenneth B. Thompson, Century Indemnity.

### Kelly Heads Los Angeles Accident-Health Managers

LOS ANGELES—Accident & Health Managers Club of Los Angeles has elected these officers: President, Robert B. Kelly, Emett & Chandler; vice-president, Herbert Rose, Unity Mutual Life & Accident; secretary-treasurer, Al Foster, Hartford Accident; directors, Fred Dibble, Provident Life & Accident; Charles E. Olsen, Standard Accident; Ray Scofield, Massachusetts Bonding, retiring president, automatically became a member of the board.

Walter E. Mast, past president California Assn. of Accident & Health Clubs, and Charles E. Olsen, past secretary, reported on the recent state convention here.

The club's Christmas party will be held Dec. 16.

#### Conn. Medical Care Plan

In line with a similar development in Rhode Island, the committee on prepaid medical care of the Connecticut Medical Society has proposed an insurance plan for medical care. There is a schedule of fees for surgical operations and obstetrics, and the plan would be available to families with \$3,000 or less annual income and individuals earning not more than \$2,000 a year.

The proposal will be submitted to the society at its Dec. 4 meeting. Later on, medical coverage may be incorporated.

The program would be underwritten by the insurance companies. In the case of the Rhode Island plan, enough support was indicated by the insurance



56th Year of Service  
to the People of New England

compan  
to guar  
into eff  
Ernst  
GRA  
forts to  
by-nigh  
field wo  
sponsor  
of Acc  
Carl A.  
Casualt  
Health  
the spea  
ective  
David C  
local gr  
Chan  
LOS  
eral Li  
Pacific  
is now  
1% gua  
the unit  
The c  
lion in  
over. I  
minimu  
Faulk  
Life,  
the stro  
terprise  
Faulkne  
dent, to  
Acciden  
meeting  
He su  
ance pe  
SUN LI  
The  
Canada  
arrange  
be one  
ance qu  
manage  
ing. F  
could f  
quarters  
of life i  
Sun I  
forged  
nated a  
disconti  
He also  
had in  
other l  
agents.  
that the  
better s  
attention  
Mr. I  
lective  
is time  
investig  
social s  
before  
Mr. Ho  
pany w  
vertising  
publicat  
his own  
business  
hood a  
operates  
right ki  
ment of  
will sav  
dollars  
SPEAK  
The  
in grou  
nois lav  
Board a  
the fol  
preside  
will op  
Smith,  
Chicago  
explain  
insuran  
Product  
discuss



companies in advance of the proposal to guarantee its success. That plan goes into effect Dec. 1.

### Ernst at Grand Rapids

GRAND RAPIDS, MICH. — Efforts to "weed out undesirable and fly-by-nights" in the accident and health field were promoted at a meeting here sponsored by Western Michigan Assn. of Accident & Health Underwriters. Carl A. Ernst, North American Life & Casualty, president of Accident & Health Underwriters of Milwaukee was the speaker. He is a member of the executive board of National association. David O. VanSyckel is president of the local group.

### Changes Cal. U.C.D. Basis

LOS ANGELES — Connecticut General Life has announced through its Pacific Coast group department that it is now writing U.C.D. coverage on the 1% guaranteed cost plan instead of on the unit cost plan as heretofore.

The company has more than \$1 million in premiums which will be switched over. It will raise the benefits to the minimum required by the state in 1948.

### Faulkner Lincoln Speaker

Life, health and accident insurance is the strongest foundation of a free enterprise system in a democracy, E. J. Faulkner, president of Woodmen Accident, told the Lincoln (Neb.) Assn. of Accident & Health Underwriters at a meeting.

He said it is the job of every insurance person coming in contact with the

public to participate in public relations work.

He pointed out that there are 40 million people in the United States who are insured by private accident and sickness companies.

### Push Wis. Organization

MILWAUKEE — The recently organized Wisconsin Assn. of Accident & Health Underwriters is conducting state-wide membership and local association organization drives. A new local was recently formed at Fond du Lac and progress is reported at La Crosse and Wausau, with a number of other cities showing interest in organizing locals.

Leo E. Packard, Loyal Protective Life, Milwaukee, secretary of both the Milwaukee and Wisconsin associations and editor of the "Messenger" of the Milwaukee organization, is also editor of a new house organ for the state group.

Announcement has been made that the Wisconsin association will hold a sales congress here May 19-21, 1948.

### Licensed for Disability

LOS ANGELES—Fidelity National of Denver has been licensed to write disability insurance in California. It is associated with the United Insurers reciprocal group, and has \$100,000 capital and \$106,000 surplus.

Its stock was purchased by chiropractors in California, who also are stockholders in United Insurance Service Co., a California corporation, which is attorney-in-fact for the reciprocal.

Glen A. Ransom of Los Angeles is general agent.

agencies, by W. P. Worthington, agency vice-president. Mr. Worthington told those present of plans for expansion of Home Life field forces and of the opportunities that would be open to agents wishing to get into the managerial field.

### PERSONS AGENCY GATHERING

Roger Hull, vice-president and manager of agencies of Mutual Life, and Ben H. Williams, superintendent of agencies in charge of midwest operations at Chicago, spoke at a luncheon of the Henry W. Persons agency of Chicago. They were attending the L.I.A.M.A. gathering at Edgewater Beach hotel.

Other speakers included Manager Persons, N. H. Weiss, veteran agent of the staff who is among the leaders; J.

Dudley Miller, agent who leads the office, and Roy Klager, manager of the central service office at Chicago.

The luncheon was in celebration of the agency's October record of the largest month in applied for business since March, 1946.

### BEAN AGENCY HAS LUNCHEON

Clyde F. Gay, second vice-president of John Hancock Mutual Life at the home office, and R. Radcliffe Massey, manager of general agencies, attended a luncheon of the Ferrel M. Bean general agency at Chicago. Mr. Gay was the chief speaker. The two executives were in Chicago attending the L.I.A.M.A. meeting at the Edgewater Beach hotel.

## Strictly Up to Date

Crown Life Policy Plans and Benefits are "modernized" to enable more of our representatives to better serve more of their clients. They include:

Preferred Risk Whole Life	Par. and Non-Par.
Whole Life Convertible	Monthly Income Disability
Double Protection to 60 or 65	Single and Double Family Income
Regular 1 to 20 Year Term	Annuities and Pension Plans
Renewal Term to 60 or 65	Group and Wholesale
Juvenile Plans	Prepayment of Premiums

## CROWN LIFE

Established 1900

INSURANCE COMPANY

Home Office  
Toronto — Canada

The Crown Life is now licensed to operate in  
New Jersey — Ohio — Michigan — Indiana  
— Missouri — Minnesota — Washington —  
California — Texas — Louisiana — Idaho.

## AS SEEN FROM CHICAGO

### SUN LIFE REVAMPS OFFICES

The Chicago office of Sun Life of Canada is being entirely overhauled, rearranged and redecorated so that it will be one of the most impressive life insurance quarters in the city. E. C. Hoy, manager, is in charge of the undertaking. He got all the information he could from his head office as to office quarters and also used his own studies of life insurance offices.

Sun Life, under his management, has forged ahead in the city. He has eliminated all brokerage connections. He discontinued over 100 such affiliations. He also discontinued a department he had in his office for the handling of other branches of insurance for his agents. He has convinced his agents that they can make more money and be better satisfied if they give their entire attention to life insurance.

Mr. Hoy has become much more selective in recruiting. He finds that it is time well spent in making a thorough investigation of a man's capacity, talent, social standing, acquaintanceship, etc., before he starts. Another feature that Mr. Hoy has introduced is that the company will pay for two-thirds of the advertising that an agent desires to do in publications that will tend to advance his own cause, such as, in social or business club house organs, neighborhood and local papers, etc. He co-operates with agents in getting out the right kind of copy. In the rearrangement of his office Mr. Hoy estimates he will save the company several thousand dollars in operating expense.

agent John Hancock Mutual Life. William U. Meier, Chicago district group sales manager of Prudential, will outline the fundamentals of group life while John A. Churchman, group supervisor Schwemmer agency Great-West Life, will cover group hospitalization and disability.

Clayton F. Lundquist, manager life and accident department Fred S. James & Co., will talk on "Co-ordinating the Group Program"; Robert B. Kegley, manager life and accident department Moore-Case-Lyman & Hubbard, will discuss "Co-operating with Group Service Men." Richard E. Hanley, Life Associates, Inc., former Northwestern University football coach who has sold \$9,498,744 group insurance thus far in 1947, will wind up the session with "Getting the Business on the Books." Charles D. Spencer, editor, "Employee Benefit Plan Review," which, with the Illinois Brokers Assn., is sponsoring the forum, will preside.

### ROYER SHOWS STEADY INCREASE

James M. Royer, general agent of Penn Mutual Life in Chicago, has had 26 consecutive "plus" months. November showed an increase of business over November, 1946, and December, undoubtedly, will show an increase over the similar month of last year. Mr. Royer has gradually been building up a strong organization.

### PAQUIN EARNS HIS SPURS

John F. Paquin, home office field assistant for Home Life, has been promoted to manager of the Chicago agency which he has directed for the past year. Mr. Paquin entered life insurance four years ago with the A. R. Klein agency of Home Life in Chicago. In two years he was designated assistant manager. A year ago he became field assistant in charge of the agency managed by Dave Dawson, who relinquished the post to return to personal production. Mr. Dawson is now leading producer for the agency.

Announcement of Mr. Paquin's promotion was made at a luncheon, attended by members of the two Chicago

### SPEAKERS FOR GROUP FORUM

The forum on sales opportunities in group insurance under the new Illinois law Dec. 2 at 1:15 in the Chicago Board auditorium will have as speakers the following: George S. Middleton, president of the Illinois Brokers Assn. will open the conference. Clarence E. Smith, Northwestern Mutual, president Chicago Assn. of Life Underwriters, will explain the N.A.L.U.'s stand on group insurance. "Sales Opportunities and By-Products of Group Insurance" will be discussed by Ferrel M. Bean, general

CHARTERED  
1858



## MONUMENTAL LIFE INSURANCE COMPANY

HOME OFFICE • CHARLES and CHASE STREETS  
BALTIMORE

## Provides Life Insurance Without Paying Premiums

MADISON, WIS.—A new plan of providing life insurance coverage to all members of Consumers Cooperative Services of Madison without payment of any premium has been announced by Ervin Bruner, general manager of the co-op. It provides for a graduated scale of protection based on age and the dollar value of purchases made at the stores of the cooperative during a year.

The insurance requires no individual applications or medical examination. There are no restrictions as to age, and death from all causes is covered. Each member is insured in accordance with his age for the following percentages of purchases from the co-op.

Attained age 16-40, insured for 70% of purchases; age 41-50, 55%; 51-60, 40%; 61-70, 30%; 71 and over, 20%. Thus, the more a member patronizes a co-op store, the more life insurance protection he will have the following year.

The insurance coverage is provided by Cooperators Life Mutual of Milwaukee.

## Atlanta Agency Sets Record

The P. L. Bealy Smith agency of Connecticut Mutual Life at Atlanta, was given recognition by Frederick O. Lyter, superintendent of agencies, on a visit there for its record in writing the largest amount of business for October in its history.

## LIAMA Moves to Intensify Its Research

(CONTINUED FROM PAGE 1)

program of research which his committee had recommended to the directors. Vice-president Wendell F. Hanselman, Union Central, finance committee chairman, said the plan would save money for the companies, far beyond the added expense for dues. He pointed out that for the larger companies the added cost would be only about the salary of one junior executive and for the smaller companies about the same as the pay of a \$25 a week clerk. Even a small saving in agent turnover or in lapses and expenses would much more than offset the added dues expense, he said.

Managing Director John Marshall Holcombe, Jr., of L.I.A.M.A. applauded the proposed dues plan not only because it would provide funds for greater research but because of the flexibility that it would bring to the association's budget. He pointed out that the board now meets much more frequently than under the pre-L.I.A.M.A. setup and takes greater responsibility and that the proposed dues plan would work out very well under these conditions.

J. Harry Wood, executive vice-president of Paul Revere Life, said that the aptitude index alone was worth more than the increased dues. He pointed out that even with the maximum dues under the new scale the companies would be spending in the aggregate only about

40% as much as the Lever soap company spends on market research.

Morton Boyd, president of Commonwealth Life, said that increased research is necessary for exact knowledge and that without it "we are likely to continue to rely on the folk-lore of agency management."

Summing up the discussion, Vice-president Cecil J. North of Metropolitan Life, L.I.A.M.A. president, said that marketing research is going to be done: The only question is, shall it be done by L.I.A.M.A. or someone else?

Dues of associate members, which range from \$200 for companies having less than \$30 million to \$500 for those having more than \$250 million, would remain unchanged.

## Stewart Takes a Bow

President North called on Vice-president Harold M. Stewart of Prudential, program chairman, to take a bow for the exceptionally fine program which he and his committee put together.

Mr. North introduced three of the new directors: Vice-presidents W. R. Jenkins of Northwestern National; R. E. Murphy of California Western States; and W. P. Worthington of Home Life of New York. The other new director, Vice-president S. E. Miles of Provident Life & Accident, was unable to be present because of a recent injury.

Mr. North also paid tribute to the four retiring directors: Vice-presidents Frank Barnes of Ohio State, Roger Hull of Mutual Life, Wendell Hanselman of Union Central, and W. A. Rothaermal of Pacific Mutual.

## Tribute to A. L. Dern

The assemblage stood in a moment of silent tribute to the late A. L. Dern, vice-president of Lincoln National Life, and at the time of his death a director of L.I.A.M.A.

On behalf of the directors, Mr. Hanselman presented to Mr. North the past president's gavel and paid a fine tribute to Mr. North's untiring work for the association during his presidency.

The 1948 L.I.A.M.A. meeting will be Nov. 8-12 at the Edgewater Beach hotel, Chicago. Chairman of the nominating committee for that meeting is E. B. Stevenson, executive vice-president National Life & Accident, other members being Ford Albritton, Great Southern; H. M. Anderson, North American of Canada; Orville Beal, Prudential, and H. J. Stewart, West Coast Life.

The final count of registrations was 526, which set a new record by a substantial margin. The previous high was last year when the registrations totaled 457.

At the final session Friday morning Jul B. Baumann, Pacific Mutual, Houston, N.A.L.U. president, spoke on agent licensing laws, use of N.A.L.U.'s "guiding principles in agency management," improved educational facilities, further expansion of the program for public education in life insurance, the problem of mass coverage, competition from the federal or state governments, and compensation of agents.

## R. Leighton Foster Speaks

R. Leighton Foster, general counsel Canadian Life Officers Assn., explained what the companies operating in Canada have done in the public relations field. He mentioned particularly the continuous survey of company practices which seem to provoke misunderstanding or resentment on the part of policyholders or the general public and described examples of close cooperation

with the Canadian Life Underwriters Assn.

J. Rueben Clark, Jr., first vice-president Beneficial Life of Utah, and former United States diplomat, spoke out strongly in favor of a completely isolationist foreign policy, saying, "I am a political isolationist in the full meaning of the term." He assailed the present foreign policy as a "concept born of the grossest national egotism," imposing our will on other nations, and warned that this could not help bringing war.

"We can and should mind our own business and let others do the same," he said.

The final speaker was Mr. Holcombe who summarized the talks of the other speakers at the three-day convention and gave his reasons for believing that "the sun is rising" for agency management.

A breakfast for the Canadian contingent brought together a group of about 100, of whom about 55 were Canadians. James A. McAllister of Sun Life presided as chairman of the Canadian committee, and a talk was made by Dr. S. Ralua Wallace of the L.I.A.M.A. staff on the recent survey of Canadian recruiting experience.

## Pan-American Life Names Leon Schwartz in Miami

Leon Schwartz has been appointed general agent in Miami by Pan-American Life. He started in insurance in 1917 and in 1921 entered the life end. In 1941 he became supervisor of a new agency of Security Mutual in New York City and a year later was made its manager. He and his associates built from scratch a \$5½ million agency in six years. In 1946 Mr. Schwartz qualified for the Million Dollar Round Table.

## Bickel Honored at Dinner

Robert O. Bickel of the National Life of Vermont, Cedar Rapids, has qualified for the 1948 Million Dollar Round Table, thereby becoming a life member, and in honor of the occasion the C. V. Shepherd agency tendered him a dinner, which also marked his 20th year with the agency. Guests included H. H. Jackson, vice-president and actuary, Adam Littig, assistant superintendent of agencies, and Dean C. A. Phillips of the University of Iowa college of commerce. Mr. Bickel is the first National Life agent and the first Iowa agent to win the C.L.U. designation. He has made company's top production club for 15 consecutive years.

## C. L. U. at C. P. C. U. Affair

Lyman E. King, Minnesota Mutual Life, Dallas, representing the C.L.U. will speak at the meeting of the Dallas Insurance Agents Assn. Nov. 20, when Dean Harry J. Loman of American Institute for Property & Liability Underwriters confers the C.P.C.U. designation on five Texans who qualified for it in the June examinations.

## De Haerne at St. Louis

Business aspects of life insurance were discussed by Fernand de Haerne, La Sauvegarde, Montreal, president of the Life Underwriters Assn. of Canada, at a luncheon meeting of the St. Louis Life Insurance & Trust Council. He outlined the operations of the agency he heads, which does business entirely in the French language.

# "Nothing Better in Life Insurance"



## MUTUAL TRUST LIFE INSURANCE COMPANY

Chicago

PACKAGED PLANS

PACKAGED PREMIUMS

PACKAGED PROFITS

D. E. Bull, President

## THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

## PHOTOSTATIC COPIES

Made for You on

## COST BASIS

This includes cutting and sorting

Address N-48, The National Underwriter  
175 W. Jackson Blvd., Chicago 4, Illinois



## Provident Mut. New Rates, Dividends

(CONTINUED FROM PAGE 8)

1948 Illustrative Dividends					
C.S.O. 2 1/4% Basis					
{End of Policy Yr.				{Average}	
Ordinary Life					
Age at Issue	1	10	20	10 Yrs.	20 Yrs.
10	1.13	2.34	4.63	1.72	2.65
20	1.75	3.24	6.19	2.47	3.65
30	2.05	3.86	7.26	2.93	4.32
40	2.47	4.72	8.56	3.55	5.19
50	3.08	5.84	9.74	4.43	6.27
60	3.97	7.28	10.90	5.60	7.49
70	5.21	8.62	11.81	7.02	8.79
80	6.81	9.99	12.77	8.48	10.05
90	8.32	11.11	13.88	9.88	11.28
100	9.89	12.34	15.42	11.17	12.60
65	11.18	13.82	17.35	12.54	14.18

### Life Full Paid at 65

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.14	2.41	4.78	1.76
20	1.77	3.37	6.45	2.55
30	2.07	4.04	7.58	3.03
40	2.51	4.97	8.96	3.70
50	3.13	6.17	10.24	4.62
60	4.11	7.72	11.52	5.88
70	5.33	9.24	12.72	7.41
80	6.41	10.30	12.12	8.47
90	7.49	14.08	...	9.73

\*15th year.  
†Average for 1 to 15 years.

### 20 Payment Life

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.27	3.45	6.95	2.34
20	1.91	4.42	8.49	3.14
30	2.11	5.03	9.39	3.59
40	2.63	5.83	10.37	4.20
50	3.23	6.83	11.25	5.01
60	4.11	8.08	12.04	6.10
70	5.33	9.24	12.72	7.41
80	6.90	10.43	13.45	8.77
90	8.39	11.41	14.32	10.17
100	9.93	12.63	15.48	11.29

### Endowment at 65

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.16	2.57	5.11	1.84
20	1.80	3.59	6.87	2.67
30	2.11	4.30	8.05	3.17
40	2.55	5.27	9.45	3.87
50	3.19	6.52	10.76	4.83
60	4.12	8.11	12.48	6.12
70	5.42	9.69	13.37	7.69
80	7.12	11.44	13.42	8.29
90	8.86	13.56	...	9.42

\*15th year.  
†Average for 1 to 15 years.

### 20 Year Endowment

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.56	5.90	12.08	3.69
20	2.18	6.40	12.34	4.25
30	2.45	6.71	12.45	4.54
40	2.83	7.19	12.59	4.98
50	3.39	7.86	12.78	5.62
60	4.23	8.78	13.03	6.53
70	5.42	9.69	13.37	7.69
80	6.96	10.68	13.86	8.93
90	8.42	11.56	14.53	10.16
100	9.95	13.60	15.50	11.33

### Single Premium Life

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.03	2.40	3.31	1.69
20	1.62	3.20	4.42	2.38
30	1.93	3.70	5.10	2.77
40	2.29	4.29	5.82	3.24
50	2.70	4.96	6.38	3.79
60	3.21	5.66	6.81	4.40
70	3.78	6.21	7.03	5.01
80	4.37	6.63	7.13	5.50
90	4.78	6.84	7.27	5.83
100	5.05	6.98	7.38	6.00
110	5.12	7.06	7.45	6.08

### 5 Year Term

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.40	1.59	1.49	2.92
20	1.62	1.88	1.75	3.18
30	1.91	2.24	2.07	3.55
40	2.27	2.69	2.47	4.09
50	2.71	3.18	2.95	4.88
60	3.16	3.65	3.41	6.01
70	3.57	4.10	3.84	7.47
80	3.91	4.35	4.14	8.86
90	3.97	4.36	4.16	10.32
100	...	...	...	11.51
110	...	...	...	15.14

### 10 Year End.

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.40	1.59	1.49	2.92
20	1.62	1.88	1.75	3.18
30	1.91	2.24	2.07	3.55
40	2.27	2.69	2.47	4.09
50	2.71	3.18	2.95	4.88
60	3.16	3.65	3.41	6.01
70	3.57	4.10	3.84	7.47
80	3.91	4.35	4.14	8.86
90	3.97	4.36	4.16	10.32
100	...	...	...	11.51
110	...	...	...	15.14

### Provident at 65 (Male)

Age at Issue	1	10	20	10 Yrs. 20 Yrs.
10	1.23	3.14	6.30	2.16
20	1.90	4.37	8.39	3.11
30	2.24	5.21	9.71	3.69
40	2.70	6.31	11.16	4.47
50	3.37	7.70	12.55	5.53
60	4.34	9.41	15.41	6.92
70	5.70	11.16	20.08	8.62
80	7.49	13.30	20.28	10.56
90	9.41	20.64	...	14.02

\*15th year.  
†Average for 1-15 years.

### WANTED

Experienced young executive who wants to go places as Executive Vice President of an established Life Insurance Company. Familiarity with industrial insurance program is desired. All replies strictly confidential. Address N-93, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

## Life Company A. & H. Writing Viewed

(CONTINUED FROM PAGE 10)

got up to where they had an assured income of about \$5,000, they would start coasting and write barely enough new business to offset their lapses. The graded system, he added, permits payment of a persistency bonus, which was not possible with level commissions.

Mr. Skoglund said his company set the stage for the change by dividing the 25% level commission then paid into 15% for service and 10% for selling. About six months later it put out a new policy series with graded commissions. The first month only 2% of the business was on the new forms. Production dropped off and it was not until last March that the new plan really sold itself to the agents. Now they are all converted and the new arrangement is in full operation.

Commission of 40% is paid the first year, with 10% renewals. Managers get the same commission on their personal production and in addition get 20% of the commissions paid to their agents. A persistency bonus is paid, but lapses are penalized by a double deduction from the bonus. In reply to a question, Mr. Skoglund said a policy fee is collected only on hospitalization.

### Combination Contract Boosted

Travis T. Wallace, Great American Reserve, presented the arguments in favor of writing life and accident-health in a single combination contract, declaring that it is the easiest way and at the same time the most profitable. Several coverages are combined in one contract in an automobile policy. In writing an endowment policy, it is not necessary to separate the term and annuity parts of the coverage.

Many life salesmen don't think much of accident and health and regard it as a chicken feed business because it pays benefits only for a limited period. Mr. Wallace tells them that the primary function of life insurance is to take care of the widow and that under the various option plans she will be paid an income for the adjustment periods—one, two or maybe five years. The most effective argument, however, is that he can make more money by selling accident and health.

The company for its part, Mr. Wallace said, should make it easy for the salesman by having one application—not two—and demonstration sheets which have both coverages on the one sheet. Then the agent pretty nearly has to fill it out all the way through. He can be aided also by simplifying classifications. Mr. Wallace's company now has but two, with rates in between those for the manual classifications which were combined. Combination rates are given the agent on the most popular forms, so that he won't have to fumble around through two ratebooks. Mr. Wallace believes, however, that the agent should be allowed to write any A. & H. policy in combination with any life policy.

### Improving Policy Forms

J. W. Saylor, Business Men's Assurance told of procedure in the revision of policy forms and coverages recently announced by his company. It was started with three ideas in mind, to improve the policy provisions, improve the appearance of the policy and simplify its terminology.

Field men were asked at regional meetings and elsewhere what changes they thought should be made. Many of the suggestions were strikingly similar and the ones in greatest demand were incorporated in the recent changes. The improvement in appearance was effected by rearranging provisions in more logical order, better typography and use of color, but on the matter of phraseology only moderate success was attained. The attorneys and actuaries contended that certain wordings had to be retained because of their approval by the courts or insurance department requirements.

## Must Rewrite Some Groups

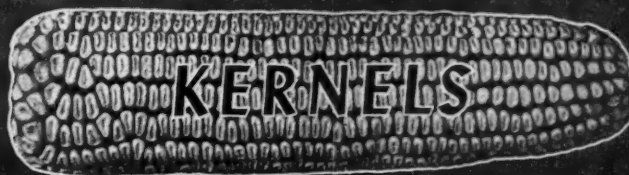
BOSTON—Companies writing group policies outside Massachusetts on associations to cover Massachusetts employees of their members are violating Massachusetts statutes, Attorney-general Barnes has ruled. Commissioner Harrington has notified all offending companies to correct their writings on penalty of license suspension or revocation.

The attorney-general held that the practice violates the statute requiring all

policies in force in Massachusetts to be countersigned by a resident agent. All policies in violation must be cancelled and rewritten to comply with the Massachusetts law, according to Commissioner Harrington.

## Western, St. Louis, Open House

Western Life of St. Louis held open house for employees and their families following its move into the new home office building. The new quarters made a highly favorable impression.



from Central Life of Iowa



Well selected seed in the right hands, in the right soil, will again make the MIDDLE WEST THE BREAD BASKET OF THE NATION in 1947.

Life Insurance Companies are also soil in which Human Hands do Some of Their Greatest Work. Here Human Hands are Even More Important, Because Many Futures Rest Largely Upon the Philosophy of the company.

Will it select those hands with care? Will it train them effectively? Will its business philosophy allow personal development to the limit of capacity?

"Personal leadership ability" is the most important goal for Life Underwriter, Company and Nation alike.

## CENTRAL LIFE ASSURANCE SOCIETY

(MUTUAL)

HOME OFFICE • DES MOINES 6, IOWA

IN THE HUB OF THE MIDDLE WEST  
"WHERE THE TALL CORN GROWS"

## Do You Think You Are a Good Producer?

If so we think you can make some real money with our general agents' contract.

Attractive Territory Available In

IOWA  
ARKANSASKENTUCKY  
LOUISIANAMISSOURI  
MISSISSIPPI

For further information write to J. DE WITT MILLS, Supt. of Agents.

## MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY

Life Insurance Company

812 Olive Street

Allen May, President

St. Louis 1, Mo.

## AMONG COMPANY MEN

### H. R. Smith Leaves Purdue to Go with Conn. Mutual Life

Horace R. Smith, formerly director of the life insurance marketing course at Purdue, has been appointed assistant superintendent of agencies of Connecticut Mutual Life. He will direct educational and sales training activities. He has had 23 years experience in life insurance sales training and management work. He will remain at Purdue for a time to assist with the new basic class which started Monday.



H. R. Smith

Mr. Smith has served in the field as agent, assistant manager, and manager. During the war his ability along training lines was recognized by the army air forces and he was made director of the staff officers training school at the air tactical school in Orlando and later director of the public relations school there. He left the service with the rank of lieutenant-colonel.

His interest in training led him to

accept the directorship of the Purdue course in 1946. During the past year 180 men took this course and in the first seven months of this year these men produced at the rate of \$24,900 per month per man during the time spent in field work.

Before going into the army Mr. Smith was manager of Jefferson Standard Life at Houston. He started with the former Missouri State Life agency at Tulsa, becoming assistant manager there.

Mr. Smith will be engaged in further expanding Connecticut Mutual's policy of a continuing and integrated training program which will carry a man from his first days in the business through all phases of selling, including advanced underwriting. The program will include field training under the general agent, training at the home office, and regional training seminars. The company believes this program will be unusually effective because of the manpower policy which the company adopted eight years ago, whereby the number of new men which an agency may add is strictly limited.

A recognized authority on the subject of life insurance training and life insurance market analysis, Mr. Smith has spoken before many life insurance associations. He is a former president of the Houston Life Underwriters Assn. and of the Houston General Agents & Managers Assn. He is a graduate of Knox College and is a C.L.U.



One of America's  
Leading Fraternal  
Life Insurance  
Societies

**AID ASSOCIATION for LUTHERANS**  
APPLETON, WISCONSIN

### WE'RE NOW 400,000 STRONG

Excellent production records by our field representatives, for a net gain of 15,150 members in the past 10 months, has pushed the Woodmen of the World membership beyond the 400,000 mark\*.

Our assets were increased \$2,600,000 in this period to now exceed \$161,000,000. This further strengthens our position as the world's financially-strongest fraternal insurance organization.

\*Actual membership 401,829 on October 1.

**WOODMEN OF THE WORLD**  
Life Insurance Society  
OMAHA, NEBRASKA

### Pioneer Ups Worthington, Names Jordan Instructor

Pioneer Life & Casualty has promoted Sidney Worthington to agency supervisor for Alabama and Georgia, and named W. C. Jordan, agency instructor.

Mr. Worthington has been Alabama manager and supervisor of agents for Alabama. He had been a top personal producer for the company, even while working in managerial capacities.

Mr. Jordan has been an instructor for Liberty National and was a leading agent for that company. He was a naval officer in the last war.

W. C. Hunneman, Jr., president of the William Amer tanning company of Philadelphia, has been elected a trustee of Penn Mutual Life.

## FRATERNALS

### Agents Compete for 1948 Convention in Colo.

Lutheran Brotherhood is planning to hold its 1948 agents convention at Glenwood Springs, Col., in August. The field force will attempt to qualify for this convention in the interim.

October was "Capacity Month" with \$5,188,263 written business plus 420 juvenile term applications which added about \$160,000. R. J. Falck of Northfield, Minn., with \$79,750 led in the month. He also is leader in volume put in force in the first 10 months and heads the Quarter Million Club with \$653,750. The Levi Jespersen agency of Minneapolis is No. 1 for 10 months.

### Field Groups of A.A.L. in Two States Meet

Officers of the Michigan organization of Aid Assn. for Lutherans were elected at a meeting in Flint. They are: President, W. H. Graeger; vice-president, Fred Bork; secretary-treasurer, W. G. Zabell. Alex O. Benz, A.A.L. president, gave a talk.

Mr. Benz also was principal speaker at a meeting of the field staff of the R. W. Schultz general agency at Waterloo, Ia. Mr. Schultz was host and spoke.

### P. H. C. Meeting in Sharon Hears Commissioner

Commissioner Malone of Pennsylvania addressed Protected Home Circle at the gathering for a graduation ceremony in Sharon, Pa. He outlined duties of the department and also spoke about the huge war debt and the necessity of further financial help to war-devastated countries, saying that in the lifetime of the present generation taxes would continue to be heavy. Therefore, the present method of saving for an estate or providing for old age was practically impossible for the future, and this could be done only through life insurance.

"Whether we like it or not, we will have to help other nations in order to maintain our own economic level," he said.

A class of 75 was graduated from junior to senior circle, Sharon Circle. F. B. Mallett, vice-president, was master-of-ceremonies. Invocation was given by the Rev. Carl A. Jones, pastor of Zion Baptist Church, Slippery Rock.

Miss Clara Purcell, junior counselor, explained work of the junior circle and paid tribute to Mrs. S. H. Hadley, wife of the society president, and others for their cooperation. President S. H. Hadley gave a talk.

Mrs. Cora F. Phillips, junior director of P. H. C., spoke briefly and presented graduation certificates.

### A. A. L. Passes \$400 Million

Production of Aid Assn. for Lutherans in the first 10 months totaled \$44,333,377, a gain of \$1,143,216 over the

same period last year. The October total of new business was \$5,414,047, compared to \$4,997,890 in October, 1946. Total life insurance in force passed \$400 million in October.

The E. H. Neumann agency of Wisconsin led in October and for the 10 months, with \$380,000 and \$2,855,130, respectively. Paul R. Rohrer of the H. C. Wind agency, Nebraska, was individual leader in October with \$108,750.

### Install New Officers

NEENAH, WIS. — Installation of Francis Olson, president, and other officers of Neenah Assembly No. 1 of Equitable Reserve was conducted by Norton J. Williams, president, and other national officers. Mr. Williams said the society was founded by Neenah men to provide protection for people in that area and during its 50 years has grown to include Wisconsin and surrounding states.

### Law and Robertson Change

Merton Law, representative of Equitable Reserve in the Neenah-Menasha area of Wisconsin, has been promoted to district representative in the Fox River Valley. Fred Robertson succeeds him in the twin cities.

### McCormack on Program

NASHVILLE — Commissioner McCormack was the principal speaker at the annual meeting of the Tennessee Fraternal Congress Tuesday.

An official of the conference said, "Commissioner McCormack has been firm but fair with the fraternal orders of the state and he has been rewarded in that not a single notable defalcation by any order has occurred in the 10 years that he has served as commissioner."

### Uniform Merchandising Is Holman's Texas Theme

Charles A. Holman, Connecticut General Life, Hartford, spoke to the San Antonio Life Managers Club on "Uniform Merchandising Plans." He said a manager's objective is a challenge which calls for financing and gearing men to successful performance.

Agents should be guided, but required to develop through their own efforts. No man learns to walk by being carried, Mr. Holman warned. Mr. Holman believes a manager should be able to demonstrate the skill which he asks of the agent.

### Hedges Okla. City Speaker

Bert A. Hedges, Wichita, Kansas, manager of Business Men's Assurance, chairman of the N.A.L.U. General Agents and Managers section addressed the Oklahoma General Agents & Managers Club at Oklahoma City Nov. 17 on "Speaking Frankly."



### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892  
A Legal Reserve Fraternal Benefit Society  
Eino West Miller Supreme President Frances D. Partridge Supreme Secretary  
Port Huron, Michigan



# Few Rate Changes in N. Y. Life Shift

New York Life this week introduced a new series of policies with nonforfeiture values based on the C.S.O. mortality table with 2% interest. Values were formerly based on the American Experience table with 2½% interest. Nearly all cash values will be larger under the new policies.

In view of the rate adjustment New York Life made in June, 1944, the rates for most of the new policies will be the same as they have been since that date. The exceptions are increases for single premium policies and limited payment policies with premium paying periods of less than 20 years, and decreases at the younger ages for term policies.

A number of the provisions have been improved and the language simplified. The company has revised its program of children's policies and is also introducing a number of new policies for adults, including a 20-payment endowment at age 65, a family income with endowment at age 65, a new mortgage protection policy, and retirement income policies at age 60 for men and for women.

# List Companies Now on CSO Basis

Herewith are listed the companies that are now issuing ordinary policies on CSO tables together with the interest assumption adopted by each. Additionally Penn Mutual has made general announcement that it is going on the CSO 2½% basis Dec. 1 and the New York savings banks that they will be on the CSO 2½% plan Jan. 1.

Company	Rate
Aetna Life	Par. 2½%; Non-Par 2½%
A. O. U. W., N. D.	2½%
California-Western States	2½%
Central Life, Ia., Single Prem. Policies	2½%
College Life, Ind.	2½%
Columbian Mut., Tenn.	2½%
Combined American	2½%
Connecticut Mutual	2½%
Continental Am.	2½%
Equitable Society	2½%
Equitable, Ia.	2½%
Expressmen's Mut.	2½%
Farmers Life, Ia., except group	2½%
George Washington	2½%
Glard	2½%
Great Eastern, Colo.	2½%
Great Lakes, Ill.	2½%
Guarantee Mutual	2½%
Hosler Farm Bureau	2½%
Independent, Md.	2½%
Independence, N. C.	2½%
John Hancock	2½%
Liberty Life, S. C.	2½%
Manhattan	2½%
Massachusetts Mut.	2½%
Modern Life, Minn.	2½%
Mutual Benefit	2½%
National Guardian	2½%
New England Mutual	2½%
New York Life	2½%
N. W. Mutual	2½%
N. Y. Savings Banks	2½%
Ohio National	2½%
Old American, Mo.	2½%
Provident Mutual	2½%
Prudential	2½%
Security Life & Trust	2½%
Southern Farm Bureau	2½%
Standard Ins. Co., Ore.	2½%
Sterling	2½%
Union Mutual	2½%
United Mutual	2½%
United National	2½%
Spec. Expansion policy	2½%
United Service	2½%

# Manhattan Raises Limits on Single Premium Forms

Manhattan Life has raised its limits on single premium business. Limits have been increased materially on single premium annuities on one life, on single premium joint and survivorship annuities, on single premium life or endowment policies, 10 years or more, and on combination single premium life and annuity, or the company's "110 plan."

The new limits are: Single premium annuity on any one life, \$20,000; single premium joint and survivorship annuities (two lives), \$40,000; single pre-

# New England Mutual Life's New Rates on CSO 2½% Basis

New England Mutual Nov. 1 adopted the C.S.O. mortality table and reduced its interest assumption to 2½%.

Many new policies were introduced: Life paid-up at 85, which replaces ordi-

nary life; a new double benefit policy which offers \$1,000 protection to age 65 (for 20 years if issued ages 46 to 65) and \$500 paid-up insurance thereafter; income endowment; life income retire-

ment; term to 65; juvenile return of premium policies. Family income now is issued as a rider.

Below are two pages from the 1948 Little Gem Life Chart.

## New England Mutual, Mass.

359 360

## New England Mutual, Mass.

PREMIUM RATES PER \$1,000 (Participating)									
Life Paid-Up Age 85	20 Pay-ment Life	Life Paid-Up Age 65	20 Year En-dow-ment	30 Year En-dow-ment	Endowment Age 65	Age	(a) Double Benefit		
14.27	24.51	14.88	48.04	30.38	16.33	10	12.54		
15.97	26.09	16.81	48.36	30.81	16.56	15	14.00		
16.34	27.16	17.24	48.43	30.91	16.66	20	14.32		
16.75	27.65	17.71	48.52	31.03	16.77	25	14.67		
17.16	28.15	18.19	48.61	31.16	16.88	30	15.03		
17.60	28.66	18.69	48.71	31.29	16.99	35	15.41		
18.05	29.19	19.22	48.82	31.44	17.13	40	15.80		
18.52	29.73	19.78	48.93	31.60	17.28	45	16.22		
19.00	30.28	20.35	49.05	31.76	17.43	50	16.64		
19.51	30.85	20.96	49.17	31.94	17.58	55	17.09		
20.04	31.43	21.60	49.31	32.13	17.74	60	17.56		
20.59	32.02	22.26	49.45	32.34	17.90	65	18.05		
21.16	32.63	22.97	49.61	32.56	18.07	70	18.56		
21.75	33.26	23.70	49.77	32.80	18.25	75	19.10		
22.38	33.91	24.48	49.95	33.06	18.44	80	19.67		
23.02	34.57	25.30	50.14	33.33	18.64	85	20.26		
23.70	35.26	26.16	50.34	33.63	18.85	90	20.88		
24.41	35.96	27.08	50.56	33.96	19.07	95	21.53		
25.15	36.68	28.04	50.80	34.31	19.30	100	22.22		
25.92	37.42	29.07	51.06	34.68	19.53	105	22.95		
26.73	38.19	30.15	51.34	35.09	19.78	110	23.71		
27.57	38.98	31.31	51.64	35.53	20.04	115	24.52		
28.47	39.81	32.55	51.97	36.02	20.31	120	25.39		
29.41	40.66	33.87	52.33	36.55	20.58	125	26.31		
30.39	41.55	35.29	52.72	37.12	20.86	130	27.29		
31.42	42.46	36.80	53.14	37.73	21.15	135	28.32		
32.50	43.41	38.42	53.59	38.40	21.45	140	29.43		
33.64	44.49	40.17	54.08	39.12	21.76	145	30.61		
34.84	45.62	42.07	54.63	39.91	22.08	150	31.88		
36.10	46.89	44.10	55.22	40.76	22.41	155	33.24		
37.43	48.21	46.35	55.85	41.68	22.76	160	34.71		
38.83	49.57	48.77	56.54	42.68	23.13	165	36.29		
40.30	50.99	51.34	57.29	43.75	23.51	170	37.98		
41.85	52.46	54.00	58.10	44.89	23.90	175	39.78		
43.48	53.99	57.59	58.98	46.09	24.31	180	41.69		
45.21	55.99	61.19	59.94	47.35	24.74	185	43.74		
47.04	58.48	65.23	60.98	48.67	25.19	190	45.93		
48.97	57.04	69.79	62.12	50.04	25.67	195	48.25		
51.03	58.69	74.90	63.37	51.45	26.17	200	50.70		
53.20	60.44	81.06	64.72	52.91	26.69	205	53.28		
55.50	62.30	87.26	66.19	54.42	27.23	210	55.98		
57.95	64.27	93.50	67.80	56.00	27.79	215	58.80		
60.55	66.30	99.79	69.54	57.64	28.37	220	61.74		
63.32	68.40	106.10	71.33	59.34	28.97	225	64.82		
66.27	70.56	112.44	73.17	61.09	29.59	230	68.04		
69.43	72.80	118.81	75.07	62.89	30.23	235	71.40		
72.81	75.12	125.20	77.00	64.74	30.89	240	74.91		
76.44	77.50	131.61	79.00	66.64	31.57	245	78.56		
80.34	79.94	138.04	81.00	68.59	32.27	250	82.34		
84.50	82.43	144.50	83.00	70.59	32.99	255	86.24		
89.09	84.97	151.00	85.00	72.64	33.73	260	90.26		
94.00	87.56	157.50	87.00	74.74	34.49	265	94.40		
16.47	27.07	15.48	49.06	31.34	19.08	15	14.39		
18.67	29.06	17.59	49.61	32.07	19.60	16	16.28		
21.37	32.59	19.79	50.33	33.12	20.71	17	18.65		
24.70	35.98	22.09	51.37	34.65	22.01	18	21.63		
28.69	39.98	24.39	52.57	36.95	23.50	19	25.50		
33.21	44.63	26.69	53.97	39.95	25.19	20	29.84		
38.34	50.00	28.99	55.54	43.70	27.07	21	34.74		
44.09	56.10	31.29	57.33	48.10	29.14	22	40.24		
50.54	62.90	33.59	59.33	53.10	31.40	23	46.44		
57.69	70.40	35.89	61.50	58.70	33.84	24	53.34		
65.54	78.60	38.19	63.90	64.90	36.44	25	60.94		
74.09	87.50	40.49	66.50	71.70	39.14	26	69.24		
83.34	97.00	42.79	69.30	79.10	41.94	27	78.24		
93.39	107.00	45.09	72.30	87.10	44.94	28	87.94		
104.24	117.50	47.39	75.50	95.70	48.14	29	98.34		
115.89	128.50	49.69	78.90	104.90	51.54	30	109.44		
128.34	140.00	51.99	82.50	114.60	55.14	31	121.24		
141.59	152.00	54.29	86.30	124.80	58.94	32	133.74		
155.64	164.50	56.59	90.30	135.50	62.94	33	146.94		
170.49	177.50	58.89	94.50	146.70	67.14	34	160.84		
186.14	191.00	61.19	98.90	158.40	71.54	35	175.34		
202.59	205.00	63.49	103.50	170.60	76.14	36	190.44		
219.84	219.50	65.79	108.30	183.30	80.94	37	206.14		
237.89	234.00	68.09	113.30	196.50	85.94	38	222.44		
256.64	248.50	70.39	118.50	210.10	91.14	39	239.34		
276.09	263.50	72.69	123.90	224.10	96.54	40	256.84		
296.24	279.00	74.99	129.50	238.50	102.14	41	274.94		
317.09	295.00	77.29	135.30	253.30	107.94	42	293.64		
338.64	311.50	79.59	141.30	268.50	113.94	43	312.94		
360.89	328.50	81.89	147.50	284.00	120.14	44	332.84		
383.84	346.00	84.19	153.90	299.90	126.54	45	353.34		
407.49	364.00	86.49	160.50	316.10	133.14	46	374.44		
431.84	382.50	88.79	167.30	332.60	139.94	47	396.14		
456.89	401.50	91.09	174.30	349.40	146.94	48	418.44		
482.59	421.00	93.39	181.50	366.50	154.14	49	441.34		
508.94	441.00	95.69	188.90	383.90	161.54	50	464.84		
535.89	461.50	97.99	196.50	401.50	169.14	51	488.94		
563.44	482.50	100.29	204.30	419.30	176.94	52	513.64		
591.59	504.00	102.59	212.30	437.30	184.94	53	538.94		
620.24	526.00	104.89	220.50	455.50	193.14	54	564.84		
649.39	548.50	107.19	228.90	473.90	201.54	55	591.34		
679.04	571.50	109.49	237.50	492.50	210.14	56	618.44		
709.19	595.00	111.79	246.30	511.30	218.94	57	646.14		
739.84	619.00	114.09	255.30	530.30	227.94	58	674.44		
770.99	643.50	116.39	264.50	549.50	237.14	59	703.34		
802.64	668.50	118.69	273.90	568.90	246.54	60	732.84		

## Would Sell Need for Medical Cover

(CONTINUED FROM PAGE 2)

however, that no satisfactory way of writing the business on that basis has been worked out as yet.

### ACTUARIES

#### CALIFORNIA

Garrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
 CONSULTING ACTUARIES  
 880 Market Street 437 S. Hill Street  
 SAN FRANCISCO LOS ANGELES

#### ILLINOIS

DONALD F. CAMPBELL  
 and  
**DONALD F. CAMPBELL, JR.**  
 Consulting Actuaries and Public Accountants  
 188 W. Randolph St., Chicago 1, Ill.  
 Tel. State 1334

**WALTER C. GREEN**  
 Consulting Actuary  
 211 W. Wacker Drive  
 Chicago  
 Franklin 2633

**HARRY S. TRESSEL**  
 Certified Public Accountant and  
 Actuary  
 10 S. La Salle St., Chicago 3, Ill.  
 Associates  
 M. Wolfman, F. A. I. A. Franklin 4886  
 H. R. Moscovitch, A. I. A.  
 W. H. Gillette, C. P. A.  
 W. P. Kelly

#### INDIANA

**Haight, Davis & Haight, Inc.**  
 Consulting Actuaries  
**FRANK J. HAIGHT, President**  
 Indianapolis — Omaha

#### MICHIGAN

**ALVIN BORCHARDT**  
 Consulting Actuary  
 76 West Adams, Detroit 26, Michigan  
 Phone CA 4114 9515

#### NEW YORK

Established in 1885 by David Parkes Fackler  
**FACKLER & COMPANY**  
 Consulting Actuaries  
 8 West 40th Street New York

Consulting Actuaries  
 Auditors and Accountants  
**Wolfe, Corcoran and Linder**  
 118 John Street, New York, N. Y.

#### PENNSYLVANIA

**FRANK M. SPEAKMAN**  
 CONSULTING ACTUARY  
 Associate  
 E. P. Higgins  
 THE BOURSE PHILADELPHIA

The reluctance of agents to sell medical insurance because of the low commission was mentioned as one of the factors in the small amount of business now in force. It was emphasized by several speakers that if the low price at which it has to be sold in order to get a spread of business makes necessary a lower commission, the agents should be educated along that line.

The earlier part of the session was devoted to a review of companies now writing medical care coverage, types of coverage written and rates and the experience to date. Problems of both group and individual coverages were taken up. It was brought out that individual or family group policies are being written both on an allocated basis, with specific amounts for doctors' calls, usually with elimination of three or five calls, attached as a rider to regular A. & H. or hospitalization policies, or on a blanket basis, providing up to \$150 to \$500 medical and surgical, with \$25 or more deductible.

#### HOSPITAL SURVEY

The past three years have produced a decided trend toward liberalization of hospital insurance. I. A. Weaver, Secured Casualty, chairman of the hospital insurance committee of the conference, reported at the meeting of that group.

Mr. Weaver compared two surveys the committee made in 1944 and 1947. The first showed a disappointingly high proportion of exclusions and other undesirable policy features, he said, but early results on the second indicate that nearly all companies have since issued new, broader forms. Policies designed only to take in money are now disappearing from the market, he declared. More and more companies are marketing policies with modified waiting period and preexisting condition clauses.

With an agenda of 10 subjects, the meeting consumed a full day. Mr. Weaver presided, and topics were divided among committee members. There were more than 90 attending.

#### Uniform Assignment Blank

Only action taken was a decision by the group to formulate a uniform hospital assignment blank. C. E. Waller, Professional, who had charge of that discussion, remarked that his company furnishes a hospital assignment on the back of each premium receipt, thus giving proof to the hospital at the same time that the policy is in force. This has worked successfully for some years. The group had much praise for the system used by Professional, and favored adoption of a uniform blank in order to get hospital cooperation.

There is a definite question as to whether the companies should pay the insured, the hospital, or the hospital at the insured's request, Mr. Waller pointed out. A show of hands revealed that only a few companies provide a blank to insured with the policy. More than half furnish it upon request.

#### Maternity a Hot Subject

The question of what to do about maternity benefits proved a hot topic. William Washburn, American Health, discussion leader, said that even a \$50 maternity benefit is unjustified as a straight insurance proposition.

Maternity benefits are a result of competition, he declared, and they present a headache for the claim department. Further, the premium necessary to provide the coverage must be spread to many who have no need for it. He suggested that maternity benefits could be dropped and broader coverage given on other items.

One member said that his company finds one of every five health claims is for maternity, and 1 of every 2 3/4 female claims is maternity. Another cited a

group case on which 40% of claims were maternity. The policy was in force for only a year, plus the maternity carry-over.

However, it was agreed that from a social standpoint, the companies are obliged to offer maternity benefits. Although it is a hardship in the claim department and companies are subject to adverse selection, it will continue in the policies with limits of about \$50.

#### Await Regulations on Social Security Status

(CONTINUED FROM PAGE 2)

under the present system because the agent has not made provision for doing so throughout the year. These situations will be done away with in the future and the plan is believed to be in the best interests of the agents.

Neither the general regulations nor the mimeograph, it is expected, will deal with the deductibility of pension costs as an expense in calculating income tax, but just as soon as the regulations are issued and the new status of the agent is established, then it is expected that the insurance companies will commence filing their pension plans for approval. Hence, there are three big questions involved—social security taxation, income tax withholding and qualification of pension plans.

There seems to be general relief that this matter of the agent and social security is being cleared up. It has been a vexatious question ever since the social security law was enacted and in the last year or so, the problem has been further complicated by the holding of the social security board that agents are entitled to OASI despite the fact that the Treasury has continued up until now to refuse to collect the social security tax from insurance agents and companies.

Several companies have placed their agents under social security by characterizing them as employees and have been paying the tax. Acacia Mutual was the first company to do so, having taken that step in 1944. State Farm Life did so in 1945 and then Security Mutual Life of Binghamton took the step.

In connection with income tax withholding, it is expected that the Treasury will make an official ruling that the agent may estimate his expenses in advance and these the insurance company may take into account throughout the year in making the withholding. Thus, if an agent estimates his expenses at \$6,000, the insurance company will credit him each month with expenses of \$500. It is understood that Acacia Mutual has been permitted to proceed on that basis.

#### Chicago Accident & Health Men Honor Parkinson

More than 200 accident and health men and women, including a score or more out-of-state company men, assembled for the dinner given by the Chicago Accident & Health Assn. there Tuesday night to honor Insurance Director Parkinson of Illinois. Harold R. Gordon, managing director Health & Accident Underwriters Conference, on behalf of the industry presented the honor guest a 'lounging chair' for the library of his home.

A telegram was received from M. B. Williams, executive director Industrial Insurers Conference, extending felicitations from that organization and its member companies.

#### Woman Named Associate

Hazel B. Price has been named associate general agent of the R. L. Feldman agency of Union Mutual at Pittsburgh. She joined the agency in 1943.

## COUNTRY LIFE INSURANCE COMPANY

*"Outstanding  
in Every Respect"*

HOME OFFICE • CHICAGO, ILLINOIS



# What Subscribers Say About the ESTATE-O-GRAPH



## "WONDERFUL MAILING PIECE"

says Orville R. Eby, Manager  
Kansas City Life, Wichita

"In my opinion, the ESTATE-O-GRAPH is a wonderful mailing piece to policyholders," says Mr. Eby. "I have had any number of telephone calls from business men, whom I consider prospects, congratulating me upon my bulletin and indicating an interest in the subject discussed. I am now planning to increase my order to have one copy for each of my policyholders."

## Monthly Summary of Good Sales Ideas—Free!

### "Sales Slants"

## YOUR PERPETUAL TRAINING COURSE

Every month, several days before receipt of your bulk copies, you will receive an advance copy of the Estate-O-Graph, punched for filing in your "Visual Selling Service" binder. This gives you a chance to order extra copies of the coming issue if you want them.

With this copy will be your monthly edition of "Sales Slants," the monthly summary of good sales ideas. In it you will find suggestions that have come from subscribers and successful life underwriters everywhere. There will be a complete sales talk on the subject covered by the month's E.O.G. Often legal and other data to help make sales with the E.O.G. are included.

Some subscribers say Sales Slants alone is worth the subscription price. Certainly it is one of the most popular features of the new Estate-O-Graph service.



## Closes the Sale—Where Words Fail

The Estate-O-Graph is your own, personalized, visual storyteller. With interesting pictures, specially posed by typical American people and their families, it explains and sells policies for specific requirements.

Each issue is devoted to an important life insurance subject. The four pages, in color, cover the essential sales arguments, keep your sale on the track, and illustrate your points so they cannot be missed.

A large, sturdy binder is issued with every subscription. In it there is a sample copy of over 60 selected back issues. These are available to subscribers only, in any quantity of 10 or more, at low extra copy prices. You will have the privilege of ordering these at any time for special campaigns, to use in pre-approach or in written proposals. The binder is indexed for 37 life classifications and serves as a pictorial book to help you meet sales problems.

In addition you will receive a regular number of copies of current issues each month for a year, or as long as you are a subscriber. These may be imprinted especially for you, and become your own, individual publication. With an Estate-O-Graph and for a few cents, you can keep in touch with your centers of influence monthly, improve sales presentations—turn interviews into dollars.

## COUPON

Pictorial Division, The Rough Notes Co., Inc.  
1142 N. Meridian, Indianapolis 6, Indiana

Gentlemen:

Please send me complete information about an ESTATE-O-GRAPH subscription, including the new VISUAL SELLING SERVICE that is included AT NO EXTRA COST.

Name .....

Title ..... Company .....

Address ..... State .....

Special Group Plan for General Agents, Managers and Companies



Guardian has offered monthly income disability protection continuously since 1916.

Since 1934 the company has paid higher dividends on new policies issued with the monthly income disability clause than on those without it. Underwriting is conservative but reasonable. Rates are attractive.



# *Economic* **DEATH**

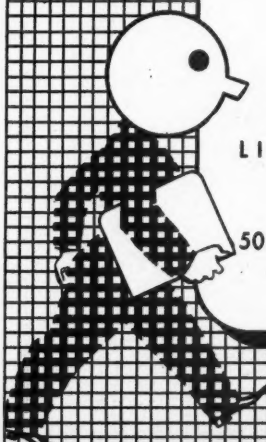


Many otherwise well-planned life insurance programs make no provision against permanent total disability—*economic death*.

Guardian offers this important protection to qualified buyers of new life insurance in the form of a disability income, of as much as \$250 a month, at the rate of \$10 per month for each \$1,000 of the amount insured.

Health, age and occupational requirements are necessarily strict; not all insurable persons are eligible.

Full details may be obtained without obligation from any Guardian representative, or by writing to the home office.



*The*  
**GUARDIAN**  
LIFE INSURANCE COMPANY  
**OF AMERICA**

50 Union Square

New York 3, New York

GUARDIAN OF AMERICAN FAMILIES FOR 87 YEARS